

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLIV, No. 11

NEW YORK, MARCH 12, 1931



## IN THE TRADITION OF EXCELLENCE

THE YEAR 1930 found the John B. Stetson Company striding forward on the last third of a century spent in the manufacture of men's fine hats. It found the name Stetson, in felts, silk and opera hats, caps and straws, synonymous with excellence of materials, workmanship and style.

It also found women's hats definitely and sanely freed from furbelows of flowers, fruit, feathers, whipped cream and meringue.

Patently, the time had struck to expand Stetson talents and craftsmanship into an hitherto undesirable field—Stetson Hats for Women!

For a great and avid market, here was the most important news in years . . . exquisite felts, straws and fabrics in the most interesting styles—impudent, gracious, subtle, smartly simple—for travel, for town, for tea, for sports—in all the preferred colors—and best of all, in accurate head sizes. All the Stetson skill and resources, so admirably developed for men, released for women's adornment!

It has only been necessary to present these alluring facts to an eager feminine public.



### N. W. AYER & SON, INC.

*Advertising Headquarters*

WASHINGTON SQUARE • PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

**NEVER BEFORE** have industrial advertisers so valued *direct inquiries that result in orders.*

### THE LATEST of NUMEROUS SIMILAR REPORTS

*Under date of March 3, 1931, from a Philadelphia Manufacturer of Power Plant Equipment (name upon request).*

"x x x — 81 inquiries were credited to Thomas' in 1930;— resulting sales, \$3510.63. x x The biggest order was from .....(\*)—the second biggest from .....(\*) x x Jan. 1931, the last month recorded, shows very good, with a large number of orders bearing your 'Key'."

★ both "AAAA" concerns—names upon request.

**The adv. cost \$100.00 for 1930, or less than 3% of the actual sales resulting. Other similar reports upon request.**

# 2700

Used space in our 1930 edition. Most of them used "keys" and know what they got. 75% have already renewed for Oct., 1931 ed.

*Its Paid Circulation is equivalent in capital and purchasing power to more than 100,000 of \$100,000 each*



**PAID CIRCULATION**  
**THE only one in its field**

**THE BUYERS' MASTER KEY**  
**TO ALL**  
**AMERICAN SOURCES OF SUPPLY**

**A. B. C. AUTHENTICATED**  
**The Only Member in Its Field**

➔ **Send for A.B.C. audit for full details**

Combines a complete Purchasing Directory with the Collective Catalogue Idea—all names of Sources of Supply, and 9900 descriptive advertisements.

One issue a year;—Consulted continuously throughout the year by executives, purchasing and other department managers, and other "Key" men who investigate, specify and order for all lines, Everywhere.

**Its**  
**Upper class**  
**clientele**

More than 1000 in "over \$10,000,000" class  
More than 3000 in "over \$1,000,000" class  
More than 8000 "over \$100,000"  
Average of all "over \$100,000" each

**THOMAS PUBLISHING COMPANY, 131 Eighth Avenue, New York**

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# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLIV

NEW YORK, MARCH 12, 1931

No. 11

## Is Advertising Going "Entertainment?"

The Best Advertising Men of the Future May Be Those Conversant with  
the Technique of the Theater and the Screen

By H. E. Lesan

President, H. E. Lesan Advertising Agency, Inc.

IN a very interesting talk on radio advertising before the advertising agents' section of the New York Advertising Club the other day, Roy Durstine stated that in his opinion the feverish and mistaken demand for immediate results, brought about by the present business depression, retarded a very definite tendency in radio advertising programs toward more entertainment and less advertising. Such a trend had been practically demanded by the public and their official representatives and had been well under way when the depression hit us.

The need of keeping the paid advertising motion pictures, now being run by Paramount, Warner Bros. and many other motion picture theaters, as full of entertainment as possible, came in for attention in the general discussion which followed Mr. Durstine's talk, as did also the possibilities of television opening up still another medium for entertainment advertising.

Roy Durstine is an amateur actor of considerable attainment, as is well known by those who are familiar with his work with the Triangle Club at Princeton University and on the amateur stage of his home town of Scarsdale, New York. There is no doubt that these histrionic experiences materially aided him to contribute greatly to, and to take great advantage of, the coming of radio

into advertising as suddenly and as prominently as it did, and to make his house of Batten, Barton, Durstine & Osborn, and himself personally, leaders in the business of radio advertising.

His comments crystallize several questions for all advertisers and advertising agents and the owners of other advertising media, which might be summarized as follows:

1. How far "Entertainment" is paid advertising going?

2. Will successful radio advertising, as Mr. Durstine hints, have to eliminate frank advertising more and more, or reduce the mixture of advertising into entertainment continuities more and more and go plumb Amos 'n' Andy, with mere announcements and signatures of the sponsors, the rest to be pure entertainment?

3. Will the people first endure, then embrace sponsored motion pictures in theaters, and will such pictures continue as at present to be entertaining but frankly paid advertising stories? Or will they also become pure entertainment features, with only brief announcements and signatures of sponsorship?

4. Will magazine and newspaper advertising then have to go story or news or some other entertainment feature, with typographical interruptions to permit the advertiser to get a run for his money? Or will the news of Byrd's next expedition be published in paid space

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## HOW LONG DOES IT TAKE TO GROW UP?

MASTER Robert King carries Myrtle's schoolbooks, and hears his friends shout "Bobbie's got a gurrul!" Bob King, three inches taller, takes Myrtle to a dance, and hears his friends say "Bob's got a swell date!" Mr. Robert King escorts Myrtle out of a church, gets socked with a handful of rice, and hears his friends saying "Don't they look happy?"

There's a new home begun. There are things to buy. What brands will they choose? We wouldn't know that, but we do

know this: The far-sighted manufacturers who started early to cultivate the good-will of youth—who told youth the story of their products regularly, persistently—are pretty sure of a place on the new budget.

Of the more than 700,000 youngsters who read THE AMERICAN BOY, 85% are of high-school age or older. Right now they are discussing modern merchandise, forming opinions, preferences, influencing the choices of their families.

Start now, and tell them your story in their favorite magazine. You'll make plenty of immediate sales, through them, to their families. But more important is the familiarity they'll have with your product when they found families of their own. The sort of familiarity that breeds a healthy sales curve. Forms for the June issue close April 10th.

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The YOUTH'S COMPANION  
Founded 1827  
**The American Boy**  
Detroit Michigan

United States followed the water—the rivers, the seacoast and the canals.

When railroads began to exploit themselves as transportation vehicles, the water transportation interests feared an end of their own business. This apprehension was in turn reflected in the attitude of the railroads toward the trolleys, the motor bus and now the airplane.

And yet the total volume of transportation grew so rapidly, and the specialized contribution to aggregate transportation needs made by each system became so apparent and so useful, that a very satisfactorily aggregated system of transportation, based upon the usefulness of each unit in the system, resulted.

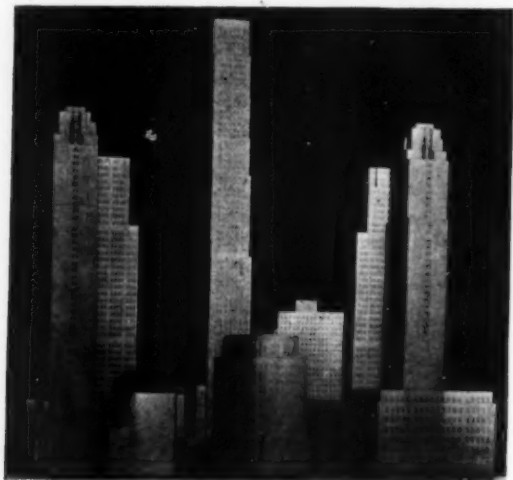
Nevertheless, transportation had to go entertainment and hotel to get and hold the patronage of its public, as is evidenced by the wide range of hotel and show features furnished as a sheer necessity by the trains, boats, buses, trolleys and even airplanes of today.

The passenger formerly was merely "transported" from New

York to Chicago by about six railroad or coach or steamer lines, grabbing food and sleep "if, as and when" he could and with no entertainment except what he furnished from within and consuming three days for the trip. Now he glides to Chicago in twenty hours on a fast express train, upon which he eats in a luxurious dining car, sleeps in a comfortable Pullman, shaves or bathes in a first-class barber shop, has the privileges of a high-class club with its newspapers, magazines and stock reports.

The former two months' passenger by sailing vessel to Europe now makes it in five days in a combined floating hotel, gymnasium, concert hall and trade arcade.

The Southern Utah Parks, presenting the most spectacular scenic effects in the world, up to a few years ago unseen by any but a few hardy horseback travelers, are now visited annually by tens of thousands of visitors, transported by big comfortable motor buses from beautiful hotel to beautiful hotel equipped with swimming pools and other recreational advantages, and



*What Part Will Advertising Play in the Proposed "Radio City"? Will the Radio, Television, Motion Picture, Vaudeville, Etc., Programs of This Development Be Sponsored by Advertisers?*

Mar. 12, 1931

Mar. 12, 1931

PRINTERS' INK

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## "Dear Mr. Rosenwald:-"

So begin "several hundred letters from persons in positions of great responsibility" received by the eminent merchant and philanthropist, Mr. Julius Rosenwald, in response to his recent article in the Atlantic Monthly, against perpetual trusts.

Perpetual trusts are the death-trap of many excellent intentions, and Mr. Rosenwald is an able writer—but we do not see why he feels "pleasantly surprised" by the fact that the President of Princeton, the President of the Rockefeller Foundation, a partner in J. P. Morgan and Company, the Chairman of the Irving Trust Company, the President of the Illinois Steel Company and so many other important people who took the trouble to write to him.

All vital Atlantic articles produce an effect like that.

So do all vital Atlantic advertisements.

It is a strange fact, not altogether flattering to the astuteness of many business men, that they should so earnestly pursue the great spiral nebula sort of magazine circulations, when the Atlantic can produce such a definite and desirable effect for so little money.

# The Atlantic Monthly

America's Most Quoted Periodical

*A Preferred Quality Magazine*

8 Arlington Street, Boston, Mass.

### BRANCH OFFICES:

Fifth Avenue Building, New York  
Tribune Tower, Chicago

Union Oil Building, Los Angeles  
Russ Building, San Francisco

entertained in the evenings by sweet-voiced singers and talented amateur actors recruited from the hotel's service staff, all of which—railroads, buses, hotels and entertainments—are owned or furnished by the Union Pacific Railroad.

In the case of advertising, the adjustment of newspaper, magazine, outdoor and other forms of accepted advertising media to a whole of properly valued and properly used parts has been accomplished rather more intelligently and with less lack of harmony than in the case of transportation. This accomplishment would seem to promise no more serious concern, nor less complete and useful amalgamation of radio, pictures and television into the new picture of advertising media and method.

Further following the transportation parallel, there is one notable difference between transportation and advertising. The people consciously want to and do buy transportation, the competition being one of adaptability to needs; the people do not consciously want advertising, nor do they want the goods advertised as consciously as they want transportation. Hence advertising must be pleasantly and more or less incidentally incorporated into some more conscious want of the public.

There is no more impelling public desire than that of Entertainment, and the possibility of its dominating the advertising of the future is more than a remote one.

A member of my family who showed a yen for acting, as Roy Durstine did in his school days, is now taking the Course in Production at the Yale School of Drama. As a part of his job, he works with the stage, watches the pictures and listens to the radio. I have a feeling that he may be taking a very definite course in the next decade's advertising technique as unconsciously as Roy Durstine took his at Princeton a decade ago and on the amateur stage of Scarsdale.

If this member of my family doesn't qualify as an actor or as a theatrical producer, he may make a darn good advertising man, as they will have to be in 1936. Or

what may be quite as likely is that advertising in 1936 may offer a wider and more profitable field for his entertainmentism than acting or theatrical production or the making of motion pictures.

### Campbell-Ewald Elections

Fletcher D. Richards and W. A. P. John, vice-presidents of the Campbell-Ewald Company, Inc., advertising agency, have been elected to the board of directors. R. F. Field, of the executive creative board, and J. J. Hartigan, manager of the publications department, were made vice-presidents as were L. B. Dudley, manager of the New York branch, John A. Drake, manager of the Chicago branch, and Earle V. Weller, manager of the San Francisco and Los Angeles branches.

Due to the death of Guy C. Brown, formerly secretary of the company, the duties of secretary have been combined with those of the treasurer and assigned to J. Fred Woodruff, who was also re-elected as vice-president and general manager. H. T. Ewald was re-elected as president and Miss A. C. Schroeder as assistant secretary and assistant treasurer.

### Smith, Sturgis & Moore Open Boston Office

Smith, Sturgis & Moore, Inc., New York advertising agency, has opened a Boston office, located at 140 Federal Street. Sherman Lewis Smith, who formerly conducted his own agency, will be New England representative with headquarters at the new office. He was at one time an account executive with the H. B. Humphrey Company, Boston.

### D. S. Saqui Joins Wm. H. Rankin Agency

David S. Saqui, formerly manufacturer of Jean Valjean cigars and, for five years, with Hanff-Metzger, Inc., New York advertising agency, has joined the New York staff of the Wm. H. Rankin Company, advertising agency, as an account executive.

### Whipple & Black Add to Staff

R. L. Ruhley and L. Buckman Lee have joined the staff of Whipple & Black, Inc., Detroit advertising agency. Mr. Ruhley, who was formerly advertising manager of A. Krolik & Company, Detroit, will be an account executive. Mr. Lee was formerly with Radio Station WEXL, Detroit.

### Heinz Rice Flakes to Young & Rubicam

The H. J. Heinz Company, Pittsburgh, has appointed Young & Rubicam, Inc., to direct the advertising of Heinz Rice Flakes.

12, 1931

Mar. 12, 1931

PRINTERS' INK

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Thorough Trading Area Coverage Through One Newspaper!

## 407 Exclusive National Accounts in 1930!

**T**HE list of exclusive national accounts in The Milwaukee Journal in 1930, again included the majority of America's largest, most successful advertisers.

Many of them have tested all Milwaukee newspapers, individually and in combinations, and know from experience that exclusive schedules in The Journal provide adequate coverage of the market ... eliminate wasteful duplication ... cost less than split schedules ... and sell a maximum volume of merchandise at a minimum cost per unit of sale.

When making up your advertising schedules for Milwaukee, rely on the combined judgment and experience of the hundreds of advertisers who use The Journal exclusively year after year.

## THE MILWAUKEE JOURNAL

**W FIRST BY MERIT W**

Read in More than Four out of Five Milwaukee Homes!

# Heart Throbs Helped These Collection Letters to Collect

The Milk of Human Kindness as the Basis of a Series of Dunning Letters

By E. B. Weiss

IT has been said time and again that collection letters have two jobs to perform, not one. The first—formerly the sole job—is to collect the money. The second—the newer idea—is to hold the customer.

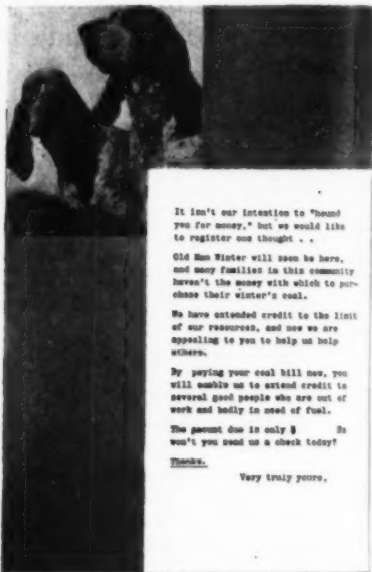
The theory has been fairly generally accepted. That, of course, is encouraging. But its application has not always been so commendable. In fact, that is being rather lenient, for anyone who has open-mindedly examined a batch of dunning letters cannot help come to the conclusion that the theory of not only bringing back the bacon but also holding the customer has too often been falsely interpreted to mean hypocrisy.

There are too many, far too many, collection letters going out these days that bear all the thumbmarks of insincerity. They say things that no intelligent person could possibly believe was actually in the mind of the writer. They lean over backward; they contort themselves in their misguided efforts to fuse into one the two jobs the successful collection letter should perform.

Well, how *should* it be done? I present, as an answer, a series prepared for its distributors by the Delaware, Lackawanna & Western Coal Co. The letters are distinctive for two reasons: their unusual use of photographs and the resulting novel appearance of the letters and, two, the theme song of the letters themselves—the use of heart throbs, in an entirely legitimate way.

One letter shows a picture of a bouncing boy, seated outdoors in a

chair, surrounded by several toys. The photograph is real; it is striking; and to anyone who loves children—which takes in a good chunk of humanity—it is just about irresistible. This is how the letter reads:



President Hoover has said that no one in America will be hungry or cold this winter.

That's a pretty large order but one that every good American would like to fill.

We are trying to do our share and we are asking you to help us.

By paying your coal bill now, you will enable us to extend credit to several people who are out of work and badly in need of fuel.

The amount due is only \$ . . . . . Won't you pin a check to this letter and mail it back to us today?

Thanks—a lot.

Very truly yours,

Another letter shows a picture

**Iowans have money and they  
are spending it!**



## "FILL 'ER UP!"

Iowans bought 16% more gasoline in February, 1931, than in February, 1930.\* Iowans have money and they are spending it.

The most effective way to reach this SPENDING market is through The Des Moines Register and Tribune. In the center two-thirds of Iowa, The Register and Tribune sells 68% of the Sunday newspapers and 56% of all the daily newspapers circulated in this area (out of Iowa papers included).

\*Authority Gasoline tax collections were 16% greater in February, 1931, than in February, 1930, according to State Treasurer R. E. Johnson. 3c a gallon tax both years.

**The Des Moines Register and Tribune**  
**245,000 Daily Circulation**

of a mother and two children looking through a window. It is raining outside. And the text ties up in this way:

The sun may be shining for you, but it's a rainy day for many families in this community.

Gloomy, too.

Do you realize that right here in this town are several families who lack the money with which to purchase their winter's fuel?

We are trying to extend credit as far as possible but in these trying times our credit facilities are being taxed to the limit of our resources.

Won't you help us to help others by sending us a check for the balance due on your account? \$....

We'll appreciate your help a lot.

Very truly yours,

How do these letters do their job? Gordon C. Cooke, secretary and auditor of the Delaware, Lackawanna & Western Coal Company, says:

"There are many types of collection letters which bring results, but few that we have offered to dealers selling our coal have brought in money more quickly than these colorful letters. The series was offered to some 200 dealers. About 100 ordered, as a result of the first offering. They got results so quickly and they talked so much about the series, that in a short time almost every one of the 200 had asked for the letters.

"Not one dealer has had occasion to tell us that the letters haven't brought excellent results. And most of the dealers haven't stopped talking yet about how good the letters have been and they still enjoy telling us about the interesting and pleasant comments they received from their customers who received the letters and paid their bills as a result."

### Edith V. Righter, Space Buyer, Donovan-Armstrong

Edith V. Righter, recently with The S. C. Beckwith Special Agency, publishers' representative, has joined Donovan-Armstrong, Philadelphia advertising agency, as space buyer. She was for ten years with the New York office of the J. Walter Thompson Company, Inc., where she handled the buying of newspaper space.

John L. Morrison, formerly Philadelphia representative of the Donaldson Lithographing Company, has also joined the Donovan-Armstrong agency.

### E. St. Elmo Lewis Joins Keystone Publishing

E. St. Elmo Lewis, chief of the marketing staff of National Service, Inc., Detroit, has joined The Keystone Publishing Company, Philadelphia, as vice-president and editorial director. Mr. Lewis was, at one time, vice-president and general manager of the Art Metal Construction Company, Jamestown, N. Y. He has also been advertising manager of the National Cash Register Company and the Burroughs Adding Machine Company, and vice-president of the Campbell-Ewald Company, with which he was associated for ten years.

### New Accounts to Richardson, Alley & Richards

The Mail Pouch Tobacco Company, Wheeling, W. Va., has appointed the Richardson, Alley & Richards Company, Inc., New York advertising agency, to direct a weekly radio broadcasting campaign. The campaign will use sixteen stations.

This agency has also been appointed by Browning, King & Company, New York, men's clothing, to direct its advertising account. Newspapers in twenty-eight cities will be used.

### Cockfield, Brown Acquires Winnipeg Agency

Cockfield, Brown and Company, Ltd., Canadian advertising agency, has acquired the business of MacPherson, McCurdy, Ltd., Winnipeg advertising agency. The latter business will be merged with the Winnipeg office of Cockfield, Brown.

J. L. C. MacPherson and Stuart R. Smith, secretary and manager, respectively, of the MacPherson, McCurdy agency, have joined the staff of Cockfield, Brown.

### E. C. Hastings Heads Textile Publications

Ernest C. Hastings has been elected president of the Textile Publishing Company, New York, which includes the *Dry Goods Economist* and *Nugent's Magazine*. This appointment is in addition to his position as manager of the Hart Publications. He had been editor-in-chief of the *Dry Goods Economist*.

### W. E. Lopeman Joins King and Wiley Agency

Walter E. Lopeman, formerly with Fuller & Smith & Ross, Inc., Cleveland, has joined the staff of King and Wiley and Company, Inc., advertising agency of that city, as an account executive.

### With Greenleaf Agency

Robert D. Newton, formerly with the National Broadcasting Company and the Columbia Broadcasting System, has joined the radio department of The Greenleaf Company, Boston advertising agency.



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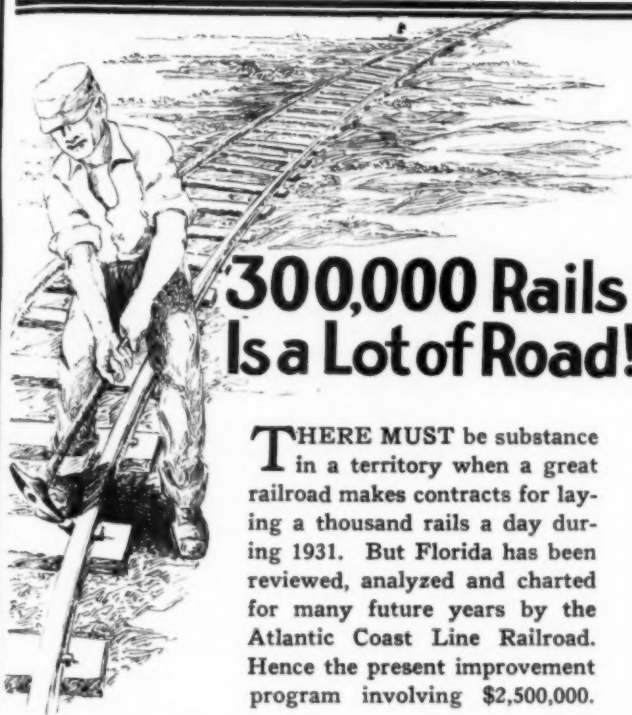
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## 300,000 Rails Is a Lot of Road!

**T**HERE MUST be substance in a territory when a great railroad makes contracts for laying a thousand rails a day during 1931. But Florida has been reviewed, analyzed and charted for many future years by the Atlantic Coast Line Railroad. Hence the present improvement program involving \$2,500,000.

Railroads don't gamble. Betterment projects must have the best of reasons. A constantly better-stabilized Florida is reason enough, in the opinion of this strong transportation system.

Precisely the same reason for energetic advertising of any worthy product in "Florida's Foremost Newspaper"

# The Florida Times-Union

JACKSONVILLE, FLA.

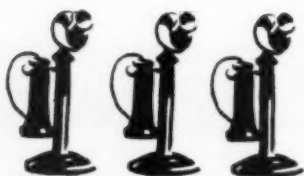
Represented Nationally by REYNOLDS-FITZGERALD, Inc.  
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco  
Member of the 100,000 Group of American Cities

# 3 MILLION



• • • In the service of its readers, 126,  
The Chicago Daily News maintains  
in Chicago two personal service  
bureaus through which were per-  
formed 679,934 items of service

in 1930 ... an edi



THE

# CONTACTS

itorial service program which established 2,251,929 contacts by telephone and mail ... a sports, contest



and training program which drew  
ders, 126,386 entrants and 367,000 spec-  
tators during the year... An indica-  
tion of how Chicago re-  
sponds to a good idea ...  
and a good newspaper.



**THE CHICAGO DAILY NEWS**

CHICAGO'S HOME NEWSPAPER

# This dairy cow has hurdled a moon

While dairy cattle of the nation were gaining only 33% in number from 1925 to 1931\*, milking stock on Oklahoma farms soared over an increase of 88%.

Good crop year or bad, this gives Oklahoma farm folk extra cash to buy new supplies, implements, food --- even luxuries.

Southwestern farm families follow the Oklahoma Farmer-Stockman because it alone is one of them --- for them --- by them.

200,747 A.B.C. Circulation:

\*1925 census and 1931 Dept. of Agriculture estimates.

**THE**  **OKLAHOMA**  
**FARMER-STOCKMAN**  
OKLAHOMA CITY OKLAHOMA

# Hand-to-Mouth Buying Is Fine, Mr. Nunn, But—

It Ought to Come by Evolution, Not Revolution

By J. J. Walsh

Secretary, Langenberg Manufacturing Co.

H. L. NUNN, president of the Nunn, Bush and Weldon Shoe Company, evidently not only has the courage of his convictions, but the courage to come out in the open and express a thought that many manufacturers have gradually become convinced will eventually evolve into the most profitable method of merchandising, all things considered. I refer, of course, to the article in the February 19 issue of *PRINTERS' INK* entitled: "We Urge Dealers to Buy in Small Lots Only!" wherein Mr. Nunn advocates hand-to-mouth buying.

I am in hearty agreement with most of what Mr. Nunn says, and are ourselves working toward that desirable end. Yet, at the risk of trotting out that ancient wheeze, "My business is different," I venture to point out that before this policy can be put into effect 100 per cent, there may be some other angles that will have to be worked out.

I am, of course, not so well acquainted with the details of the shoe industry as I am with my own, and as Mr. Nunn himself says, what would apply to that business may not apply to that of other manufacturers. By the same token, our own experience, which is confined to the manufacture and sale of warm air heating systems, may not, and possibly would not, apply to other manufacturers even of a similar product.

We have no quarrel with Mr. Nunn on the general proposition of hand-to-mouth buying. In fact, in one sense, we go even farther than he does, as will be pointed out later. Our point is that in our case, at least, unless the transition is made rather gradually there is grave danger that, not only will the dealer slacken his sales efforts, but our own salesmen will be content

to take the dealer's word as to his expected requirements, and thus the possibilities of the territory will be too conservatively estimated.

In other words, we believe it is possible to become over enthusiastic about the hand-to-mouth proposition, and accelerate its movement to such an extent that we will hurt sales. We believe the transition should be evolutionary rather than revolutionary.

Perhaps it would help to understand our position a little better if we explain at this point our sales set-up, past and present. Our arguments must necessarily be based on our own experience, and so a certain amount of detail seems required for a correct sizing up of our conclusions.

Our product, residence heating systems, is sold through the sheet metal trade. While, to a certain extent, especially in years gone by, it is bought by the consumer at his own instance, much as one goes into a shoe store and buys his needs, it is gradually developing into a specialty requiring aggressive selling on the part of the local dealer not only to sell a heating system of our particular make, but also to sell a heating system at all. For there are many who will get along with a deplorably unsatisfactory heater winter after winter and spend their money on other household appliances.

The range of prices to the consumer is anywhere from \$150 to \$3,000, the average being around \$300. Not only is the market limited by the price, but also by the number of homes erected, plus the number of existing heating plants that wear out, or which the home owner can be persuaded are obsolete.

Twenty-five years ago, to go back no farther, our product was largely sold through what we were

pleased to call carload dealers. That is, a dealer would order a carload of heaters (anywhere from twenty-five to forty). This would be shipped usually in the spring, and the heaters would be sold and installed from then on through the busy fall season.

This was the time of loose financing all through the building industry, and these furnaces were usually not paid for until the following year, when the salesman made his annual trip. He checked up the stock, received payment for those installed, if possible a note for the balance, and if not possible, agreed to redate the balance as part of the current year's order. Carload accounts were considered star buyers, and manufacturers fought for them, selling, instead of heating systems, extra discounts, terms, freight allowances, and what not. Some of the old timers tell me we even had some customers who regularly expected their cars to contain cases of whiskey or barrels of beer!

We have progressed quite a way from that situation. Now instead of the bulk of our business being in carloads, only a small amount of it is shipped in that manner, and each year we find the number of carload customers growing less. Carload accounts are still given a preference to the extent of extra discounts and datings, but these are published to all the trade alike, and no premiums of any kind, either legal or otherwise, are expected or furnished.

Also, instead of consignments, carload customers are offered a liberal cash discount or sign a trade acceptance.

#### *Reasons for the Change*

Several things have tended to cause this change.

In the first place, with the closer margin between costs and selling price, and with banks insisting on loans being cleaned up every year, the average medium-sized manufacturer is no longer able, even were he willing, to extend the sort of terms that were prevalent twenty-five years ago. What such terms really amounted to, of course, in

nine times out of ten, was the carrying of stock for the dealer until it was sold. The cause of this was the comparatively inefficient transportation system of that day.

The remedy lies largely in improved transportation, including the much abused trucking industry, which enables the dealer who is located as distant as 300 miles from the factory to receive overnight freight deliveries.

We are gradually working toward this end by the placing of stocks with jobbers at such strategic locations that it will be possible for any dealer to receive within forty-eight hours the articles he orders, without the excessive transportation costs involved in express or parcel post shipments.

We have come a long way in that direction, but still have quite a distance to go.

Our present set-up is really two-fold. One involving the nearby dealer and the other the more distant. A third is an experimental stage as will be pointed out later.

The plan for the nearby customer consists in ourselves acting as warehouse and shippers with direct to the dealer deliveries within forty-eight hours of the factory. Within that territory we travel our own salesmen whose duty it is to call on the dealers, depending on their expected volume and prospects, anywhere from three times a year to as often as twice a month.

Within that territory we no longer have a single carload dealer, and discourage any dealer ordering in carloads. Our salesmen endeavor to see every account as often as is necessary, and phone those they are unable to see between calls. All salesmen receive the same credit for mail sales as for personal sales, and dealers are encouraged by letters from the office to order as frequently as necessary.

Outside of that territory we have carload buyers, including those who have been so buying from us since the "olden days" mentioned, but who now make their purchases on definite terms. These dealers, be-

cause they know they must pay for their stock on a definite date, whether it is sold or not, are more careful in their ordering, and our salesmen who have been on the territory for a number of years and are familiar with the requirements of each dealer, have the problem of nicely balancing the over-cautiousness of the dealer against their own over-enthusiasm and tendency to oversell.

Assisted by the main office, they are doing a good job of it at the present time, but the signs inevitably point to the day when even these accounts will no longer be content to risk their capital against the chances of so many people who may be their logical prospects building homes, or deciding that their old furnaces have seen service long enough.

Service brought about the car-load account, and service of another sort is rapidly abolishing it.

#### *Assortment of Sizes—Another Factor*

Another thing working against the large stock is the assortment of sizes. While this is not nearly so acute a problem with us as it must be in the shoe business, for instance, there being only six sizes in our entire line, it is impractical to install a furnace of a certain capacity in a building requiring one of a vastly different capacity.

We have, therefore, roughly, two classes of dealers. Those who because of the nearness geographically to the factory, are encouraged to buy and do buy from hand to mouth, and those dealers who are located at such a distance from the factory that they must carry a representative stock in order to be able to give service to the customer who needs a heating plant in a hurry.

The first class go much farther than Mr. Nunn advocates. They carry no stock whatever except a floor sample or two.

The second class are the ones who are causing our gray hairs. Twenty-five years ago there were not nearly so many furnace manufacturers as there are now, so that the dealer put up with a lot more inconvenience than he does now. If he ordered a furnace and it didn't

arrive for a week or two, he simply informed his customer to that effect, and the customer waited, keeping warm under the collar at least. Now, if it doesn't arrive within a day or so, the customer demands that the dealer order a make which can be gotten closer to home. Which brings us to the third group mentioned.

We are experimenting with two ways of meeting this new competition. One is to allot a certain territory to a jobber or wholesaler whose salesmen will perform the same service that ours do, and limit his territory to that in which shipments from his warehouse can reach the customer within forty-eight hours. The other is to rent warehouse space in a public warehouse and maintain our own salesman to travel the territory.

So far, while neither plan has been worked sufficiently long to permit of final judgment, the advantages and disadvantages of both seem to be as follows:

The jobber who sells many lines of merchandise operates at a lower warehouse and selling cost than we could with our one line. He also enjoys a certain prestige among the trade in his established territory so that a new article at least would be more quickly sold by him than by a comparatively unknown manufacturer.

On the other hand, the jobber's salesman, carrying many lines, is certain to push those which are easiest to sell, and which give him, as the man actually meeting the trade, the least personal "grief" and come-backs. Heating systems, being more or less of an engineering project, require engineering skill on the part of the dealer. Where this is lacking, as is frequently the case, it must be supplied by the manufacturer or his salesman.

The jobber's salesman thinks he has no time to acquire this skill and is apt to pass up many opportunities to sell heating plants through dealers who are unable to engineer the jobs alone. These jobber's salesmen are, of course, in many territories also up against the competition of the direct factory salesman from a nearby factory,

and this tends further to discourage them.

The other proposition is just the reverse. Here we have our own salesman whose undivided attention is given to selling one product—who is able not only to write up the orders the larger dealer gives him, but to assist the smaller dealer in engineering the installation, and actually close the contract for him with the home owner, architect or contractor. From this standpoint it is probable that sales would eventually be larger with our own sales force than with those of the jobber, but the cost, especially in the earlier years, would be so tremendous as to be almost prohibitive.

Two solutions appear to have been adopted by some of our competitors. The first is to allow the jobber gradually to build up distribution for the product in a certain territory, and when this has reached a point where it will reasonably support a factory salesman, switch to the second method of maintaining their own sales and warehouse facilities. This, of course, is neither fair to the jobber, nor does it tend to make the average wholesaler very friendly towards other furnace manufacturers who solicit his business.

The other, and the one which we are inclined now to believe is the correct one, is to work with the jobber salesman along educational lines, supplying a man to do some missionary work among the dealers, and to "pinch-hit" for the jobber's salesman when he comes across a problem beyond his own capacity to solve.

Such a factory man would have to combine the qualities of a good salesman with those of a born diplomat in order to be of the greatest possible use to his factory. He would have to combat, without offending, the natural tendency of the jobber salesman to pass the buck to the factory man on all occasions, and just skim the cream. He would have to know just where to stop between spending sufficient time with each salesman so that the latter could take care of himself, and so much time as to spoil him for working alone.

This is going to take time and yet more time, and until it is in a fair way towards accomplishment, we, at least, are hesitating to encourage our existing carload dealers to buy from hand to mouth, fearing that the result will be a gradual loss of their business to a competitor located more favorably from the geographical standpoint.

It is quite possible that our problem in its entirety may be unique, yet we venture to say that many manufacturers are faced with at least a similar one. All the logic may point to hand-to-mouth selling—we all may recognize that it is a modern method of merchandising, and is here to stay. Yet before this ideal may be attained, a few adjustments will be needed in our selling machinery. On paper it may seem that these should be undertaken and carried through at once, yet the hard-headed sales executive realizes that there is usually quite a lag in time between the first dawning of the idea of a general re-shaping of sales methods, and its actual consummation.

So let's not "rock the boat" at this time; let's permit hand-to-mouth buying to take its own good time, and be certain that our sales force is properly trained and our sales machinery accurately adjusted to take up the slack as fast as, but no faster than necessary.

### Accounts to Be Handled by McLain and Simpers Agencies

Following the reorganization of the McLain-Simpers Organization, Philadelphia, into two advertising agencies at that city, the advertising accounts handled by the agency are now handled as follows: The Simpers Company, with offices in the Lewis Tower, will direct the advertising of the Autogiro Company of America and Pitcairn Aircraft, Inc., both of Philadelphia; Horace E. Dodge Boat & Plane Corporation, and Jenter Exhibits, Inc., both of New York; Individual Drinking Cup Company, Inc., Easton, Pa., and the McLanahan & Stone Corporation, Hollidaysburg, Pa.

The McLain Organization, which continues with offices in the Stock Exchange Building, will direct the advertising accounts of the American Pulley Company, William Sellers & Company, Inc., Stokes & Smith Company, Yarnell-Waring Company, all of Philadelphia; the Edge Moor Iron Company, Edge Moor, Del.; The Cromar Company, Williamsport, Pa., and the Board of Harbor Commissioners, Wilmington, Del.



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Indianapolis  
Department Stores  
concentrate  
in The NEWS

In 1930 they bought  
**26% more space**  
in The NEWS (6 issues a week)  
than in the *combined* 13  
issues of both other papers.



Member of the 100,000 Group of American Cities

THE  
**INDIANAPOLIS NEWS**  
1<sup>st</sup> in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL  
110 East 42nd Street

DON U. BRIDGE  
Advertising Director

Chicago: J. E. LUTZ  
Lake Michigan Bldg.

# ADDING to BALTIMORE'S PORT



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## REPORT ACTIVITIES

activities of the port of Baltimore are constantly being added to and improved.

At recently the Western Maryland Railway completed the new bulk cargo crane shown here. Cost of the crane and pier was approximately \$400,000.

The expenditure of Federal Government appropriations of \$1,400,000 for harbor dredging is scheduled to start shortly, beginning a \$2,500,000 program.

During 1930, twenty-eight new inland ships were added and five new steamships chose Baltimore as a terminus. Among the lines to begin operating this year is a new fast freight, passenger and mail service between this Port and Europe.

Baltimore is showing above-average activity. A significant fact for those seeking a share of Baltimore's trade. Which, as most advertisers already know, is most readily obtained through consistent use of the Sunpapers.

## THE SUNPAPERS

in February

Daily (M & E) 292,061

THE  
MORNING



SUN  
SUNDAY

New York: John B. Woodward, Inc. Chicago: Guy S. Osborn, Inc.  
Atlanta: A. D. Grant Detroit: Jos. R. Scolaro  
San Francisco: C. Geo. Krogness





## The Men of Detroit Must Read the News

Do not confuse Detroit with New York, Boston, Philadelphia or even Chicago. Detroit's business men drive to their offices; they can not ride in club cars and read on the way downtown. There are almost twice as many automobiles in Detroit for that reason as in Philadelphia, almost as many as in Chicago, and 14 times as many as in Boston. Rail and rapid transit transportation just hasn't kept

pace with Detroit's growth. The result is that Detroit business men have most time to read their newspaper in the evening at home. A survey of Detroit's leading business executives proved that 92% of them read The Detroit News. Why not? The News is the only Detroit newspaper that gives them the full sport, financial and world news reports, and it comes to them when they can read it.

## The Detroit News

New York Office THE HOME NEWSPAPER  
I. A. KLEIN, INC.

Chicago Office  
J. E. LUTZ

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# Salesmen in Convention Should Give as Well as Get

Why Zone, Rather Than National, Meetings Are Held by This Manufacturer

By Lloyd J. Colenback

Vice-President, Toledo Scale Company

ONE of the major reasons why we in the Toledo Scale Company hold sales conventions is that such meetings enable us to learn from our salesmen many valuable things having a vital relationship to our entire merchandising set-up.

A common fault in sales conventions, we believe, is that they are built too much on the idea of what the management is going to give the men; not enough emphasis is placed on what the management can get from the men. The one angle is just about as important as the other. Hence the convention should be planned on a basis that will enable the sales staff to give as well as get—meaning, of course, that the gathering should be small.

Small meetings are better, too, from the standpoint of the help the management is going to give the salesman. In these two considerations it can be found the reason why we have our salesmen meet by zones or districts rather than nationally.

Our men are out on the firing line, so to speak, where things are being done. They know far better than we what the trade is thinking about. From practical experience, they know what effect, good or otherwise, our sales program is having. And, being well trained men of brains and ability, they are naturally going to evolve or originate valuable ideas that we can use—ideas that perhaps would not occur to the managing executives of the business.

Our men are sent out on the road to sell Toledo scales. They are also sent out to find all possible improvements upon the present methods of selling our line—and even upon the merchandise itself. They know a great many things that we in the home office want to know and without which this com-

pany would not have attained its present success.

We strongly believe in that well established principle of successful selling which provides that the management shall have an intimate knowledge of what is going on in the trade. Certain fundamental facts can be gained from surveys and a careful study of general conditions. But the most fruitful source of information is to be had from observations made by the men who are actually selling the goods. They can approach the proposition from the standpoint of a company man and an outsider. Hence the impressions and reactions they get are likely to be more resultful and valuable than any that could possibly be secured from other sources.

## Average Salesman Is Not a Writer

Many a sales department is not functioning at its best because its administration plan is such that it can use only a minor part of the knowledge possessed by its men and the information they gain. To an extent these data may be obtained through written reports. But the average salesman is not a writer. He may not have a sufficiently developed news sense to enable him to visualize things his sales manager would like to hear about. When he sits down to write he probably becomes self-conscious, as most people are when they try to write. His reports are therefore likely to be largely routine and mechanical.

Bring this typical salesman into a large sales convention, and similar inhibitions are almost sure to prevail. If he sparks on something or other and feels inclined to tell about it, he will have to make a speech to do the telling. There are at least two major obstacles in the way of his making this speech. The program, especially if the

meeting is of the "pep" variety, is probably full. It contains so many features, ranging from the good to the indifferent, that there is hardly enough time to get through with all of it. And then the salesman is probably not a speaker of the formal kind. He may be eloquent enough when in the presence of a few of his associates; but the very idea of making a speech scares him. Anyway he is disinclined to try to "muscle" his way in on an already overcrowded program.

Get him into a small sales meeting, however—one composed of from twenty to twenty-five men, say—and the story is entirely different. Have this meeting altogether informal—just a few men sitting around in a room talking to each other about things having to do with the advancement of the business. Have it in the nature of a general discussion rather than the mere presentation of a fixed program. Have the general theme of the meeting arranged well in advance, but let the proceedings be more or less spontaneous. Then the reactions will be natural, and all concerned, including the executives of the business themselves, will be more likely to get something definitely constructive; moreover the facts and ideas they absorb will be arranged in their minds in orderly sequence. This is vastly better than shoveling in a mass of data and having a considerable portion of them undigested.

Since the first of the present year the Toledo Scale Company has held seven sales conventions, each meeting being composed of the district managers and supervisors from one particular zone or field division. Naturally the zone manager, being a responsible field executive, also attended.

#### *Small but Effective*

At each meeting there were from twenty to thirty-five men. We kept the number small because we felt that the conventions, if such they may be called, were effective in proportion to the smallness of the number attending. This permitted each man to study carefully the facts presented to him. We have had experience with large conven-

tions where information is given in mass form and the results determined by the natural powers of absorption had by each individual. Some gain much benefit and others little or none.

When the convention is small the executives of the business can see that each man is thoroughly taught and can check him up informally to see just how much of the instruction he is actually absorbing in a way that will enable him to use it. This method also eliminates the danger of a man gaining a wrong conception of what is presented to him, and not having it corrected until it accidentally develops in his operations after he returns to his territory.

The management is able to discuss all the problems of the field force informally with individuals and thus gain in an intelligent manner a first-hand idea of what the salesmen are actually facing in the field and what they need to fill in their deficiencies if any.

Such a method is especially valuable when new models of a product are being presented. I have seen new merchandise demonstrated to large conventions in an interesting and a highly dramatic way. The procedure was so well staged that the men's attention was held without the least difficulty. But the meeting was formal; if a man did not understand this or that—which is bound to be the case no matter how forcefully the presentation is made—he did not have an opportunity to ask questions. Or if he did have such an opportunity he lacked the nerve to stand up in a big gathering and speak his piece. And then he might think he understood when he didn't.

At these small conventions of ours of which I am speaking we presented what we regard as an outstanding improvement in scale engineering.

A scale is no better than its pivot knife edges; wear on these edges definitely affects its accuracy. Large capacity industrial scales are subjected to almost constant use, and in some cases abuse, with the result that eventually pivots must be replaced, due either to wear or breakage.

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# WHY

no single medium can  
"do the job alone" in

## CHICAGO

Somehow Chicago's vast size escapes many sales and advertising executives . . .

They seem unable to realize that 3,439,148 consumers are far too many for adequate contact through any single newspaper.

Using the commonly accepted figure of four people to a family, there are approximately 860,000 families in Chicago. The latest A. B. C. statements of Chicago newspapers show the largest city circulation of any Chicago daily paper to be 473,204 . . . The second largest city circulation is that of the Chicago Evening American—438,756.

To accept, on any grounds, any statement that a single Chicago newspaper can approach a complete advertising job in Chicago, is equivalent to arbitrary assumption that nearly half of Chicago eats nothing, wears nothing and lives nowhere.



CHICAGO  
EVENING

# AMERICAN

a good newspaper now in its TENTH YEAR of circulation leadership in Chicago's evening field • National Representatives:

RODNEY E. BOONE ORGANIZATION

Our salesmen well know that replacing pivots in the past has been a matter of approximately two days' work by a skilled scale mechanic. It was necessary for him to grind and hone the pivot knife edge so that he might obtain the very fine degree of accuracy required. But when they came to the convention they learned that in the new design pivots can be replaced in a couple of hours, because they are interchangeable and cannot be inserted in the wrong way. All the honing and grinding is eliminated.

The demonstration of the new improvement was highly dramatic. The salesmen gathered around a 6,000 pound capacity scale and saw the service men disassemble it, put it together again and test it. A stop watch was held so as to establish the exact time consumed in the operation—only a few minutes.

Each salesman was able to make his comments without the slightest approach to formality and to ask any questions that occurred to him. It was a demonstration that could not have been made half so effectively to a large group.

These conventions were in no sense pep meetings. There was no flag waving, no sentimental appeals for loyalty to the company, no academic formulas about approach, no psychological dissertations made by theorists. They were devoted to the presentation of plain facts and were designed to increase each man's knowledge of the business. Inasmuch as each session was only two days in length (we tried to interrupt the flow of sales from the field as little as possible) it was necessary that a complete program be carefully worked out in advance. Not only did this definite schedule insure the full covering of everything that was to be presented in the limited time but it provided sufficient variety to keep the men interested.

When a program is not definitely scheduled the sales convention has a tendency to drag. Some of the sessions are too long. Being pounded at for two or three days with a long series of speeches is too much for almost anybody.

Attendance at these sales conventions of ours is by no means to

be construed as a reward for services rendered. The men are not called together to have a good time at the expense of the company. They are assembled strictly as a business proposition as a part of the day's work. We have some things we want to tell them and hope they have some things they want to tell us. The session is a general discussion for the good of the business. And it really does benefit the business because the executives and the salesmen learn from each other while it is in progress.

Every man on the sales end of the Toledo Scale Company, from the highest official down to the newest recruit, knows a great deal more about the scale business today than he knew before these recent sales conventions were held.

### Bowman-Hoge Merges with Ronalds Agency

Bowman-Hoge, Ltd., Toronto advertising agency, has been merged with the Ronalds Advertising Agency, Ltd., of that city and Montreal. J. Morland Bowman, formerly president of the Bowman-Hoge agency, has been elected a vice-president and director of the Ronalds agency. His headquarters will be at Toronto.

### Tulsa Agency Incorporates

Don Watts, Tulsa, Okla., advertising agency, has incorporated under the name of Don Watts-Advertising, Inc. Don Watts is president. Oscar Payne is vice-president and treasurer. T. W. Dealey is art director and G. M. Orr, formerly with the S. M. Brooks Advertising Agency, Little Rock, Ark., will have charge of copy.

### To Direct Campaign for New Fountain Pen

The Sager Pen Company, Chicago, has appointed the Glen Buck Company, advertising agency of that city, to direct its advertising account. The Sager company is a newcomer in the fountain pen field. A campaign in newspapers is immediately forthcoming, to be followed by a nation-wide campaign in magazines.

### Appointed by Sidener, Van Riper & Keeling

Dwight Reynolds has been appointed art director of Sidener, Van Riper & Keeling, Inc., Indianapolis advertising agency.

### Appoints Redfield-Coupe

The Elliot Nursery Company, Yonkers, N. Y., has appointed Redfield-Coupe, Inc., New York advertising agency, to direct its advertising account.



# It can't lift mountains

THERE is no magic, no wizardry, in printers' ink. It cannot work miracles nor can it hope to accomplish the impossible.

But this much is beyond question,—that many thousands of users of good printing are piling up daily evidence of its tremendoussellingpower.

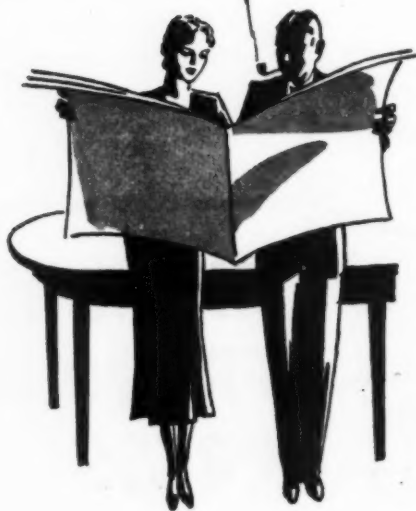
Possibly  
you could use  
**MORE** printing  
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# CHARLES FRANCIS PRESS

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PRINTING CRAFTS BUILDING

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# s S r Newspaper reading tishments

■ For years the publishers of the Boston Globe have felt that readers were as interested in advertising *news* as they were in the news of the day.

■ The unusual make-up of the Globe actually encourages the reading of advertisements . . . gives as much prominence to a startling advertisement as it does to a news story.

■ As a result, readers of the Globe, daily and Sunday, use it as their buying guide the year 'round.

■ Have you ever seen the Boston Globe? On request to Dept. A; Box 189, Boston, Mass., we'll be glad to send you complimentary copies . . . let you see for yourself why advertising in the Globe is more effective.

e

## Boston Globe

# PARDON OUR PROSPERITY

Each month True Detective Mysteries hits a brand-new sales record. Twenty-four months have nearly *trebled* circulation.

So we have been forced to announce a new rate increase. From \$2.25 to \$2.50 per agate line—from \$900 to \$1000 per page. Beginning with the May issue. Our sixth increase since April, 1929.

But mark this. The new rate passes on to you a share of our unparalleled prosperity. Gives you the greatest absolute circulation bonus ever offered by a monthly magazine.

For this new rate is based on our guarantee of 500,000 circulation. And in February *710,000 copies were sold!*

Remember—True Detective Mysteries' huge circulation is all-newsstand. Giving you the greatest man-market interest—and coverage. For, eight out of every ten copies are bought by men. More facts? Write for our new reader survey. 2716 Graybar Building, New York City.

**MEN BUY 8  
OUT OF EVERY  
10 COPIES OF**

# TRUE DETECTIVE MYSTERIES

**(99.6% Newsstand Sale)**

# Billions in Surplus

Wouldn't It Be a Good Idea If Some of the Idle Dollars Were Invested in Intelligent Advertising?

By Roy Dickinson

**M**EN buying securities in the stock market for investment occasionally get a rude shock. They make a careful analysis of a company's management, its possibilities for expansion, its earnings last year, apply other yardsticks and buy stock. Then suddenly the company passes its dividend without any warning. The board of directors announces that it has decided to conserve assets and build up surplus to a higher figure. In several recent cases, these surpluses have been somewhere near the \$5,000,000 mark, and are going to be bigger, according to the announcement of the directors.

I know of one instance where, with a surplus in cash and Government securities of many million dollars, the management cut a projected advertising campaign in half and reduced its dividend, to build the surplus still higher.

There is more than a billion dollars of idle money in the United States and it is doing harm where it might do good. It is surplus money held by corporations in excess of their reasonable needs. It is idle because it cannot be invested permanently and is being held in the form of bank deposits, call money or short term securities.

The statements in the two foregoing paragraphs were made by Bertram O. Moody, vice-president, First National Bank, Amherst, Mass., in an excellent article in the *American Bankers Association Journal* for February, 1931. This well-informed writer points out that this surplus, in addition to being idle, has rendered useless some time-honored standards by which security values have been judged for years. He refers particularly, of course, to the bond market. He points out that today many corporations are liquid beyond all possible needs. Because they issued rights so fast to stockholders, who then borrowed from

the banks to take up these rights, banks are still loaded with collateral loans.

It is Mr. Moody's idea—and he is talking to bankers—that corporations with excessive cash resources should distribute over the next year enough cash to bring their current asset position down to a comfortable figure. He mentions the old rule of commercial paper buyers—that a corporation is in a comfortable position if its cash and accounts receivable equal the accounts payable, leaving the inventory free from debt. Then he goes on to say the following:

"Probably a billion dollars could be released by this action. First would come a reduction of money held by corporations in banks and a like increase in money held by individuals. Much of this money would in turn be used by individuals to reduce their bank loans, largely secured by securities purchased at much higher prices than now prevail, and which are now being liquidated by the slow and painful process of taking money from current earnings month by month in a period when earnings, in many instances, are curtailed.

"The reduction of collateral loans would release frozen credit in the banks and they would resort to the bond market, the commercial paper channels and the call money market, all of which would be far more liquid than collateral loans. When business again started to expand, the corporations would turn to their banks and to the commercial paper market for funds and the banks would have outlets for investment on a profitable basis. They would then be utilizing their resources as was originally intended—for the granting of commercial loans.

"But not all the money so released would go toward the reduction of collateral loans. Many people would buy securities. There

would be a tremendous amount of buying power released for the purpose of necessities and luxuries."

Now if Mr. Moody can suggest that corporations distribute their surplus in the form of dividends or higher wages, rather than passing dividends to build further idle dollars in the treasury, I may be permitted to suggest another plan.

I submit, as my first exhibit, a statement made by the late Lord Leverhulme, who was never accused of being either a visionary or a rash and unstable business man. On the contrary, coming from the ranks, he built up one of the world's great fortunes, established his own business as a leader, absorbed many other industries including the vast one in the Congo, and was, at the time of his death, generally considered the world's largest advertiser. Here is what Lord Leverhulme said:

"The best reserve fund of any business is to be found in the goodwill of that business. Many boards of directors devote their surplus profits to 'building up a strong reserve fund,' which fund is generally invested in what again are called 'gilt-edge' securities. These same directors are then kept busy for many years afterwards writing down out of further surplus profits the cost price of these same 'gilt-edge' securities to falling market values. Should the business have to meet and overcome difficulties, or have to face frenzied competition, and the directors decide that their policy ought to be to draw somewhat upon these 'reserves' they find they cannot realize them without serious injury and loss of the confidence of their shareholders in the reputation and standing of the business; or, in other words, serious loss of 'good-will.'

"These reserves are mere window dressings. They cannot be described as reserves in any sense of the word, and to do so is an act of self-deception.

"They are no reserves of strength. In these circumstances, directors find out that they must choose between being killed by competition or dying by suicide, and that there is no alternative.

"Now I hold strongly that the

best investment for surplus profits is to expend them on judicious advertising, wisely and carefully planned, and executed with originality and forcefulness. These same surplus profits, invested wisely in advertising then become a real 'gilt-edge' security and a solid reserve of strength to meet days of difficulty, and to overcome quietly but irresistibly and surely, the most frenzied of competition, and the business thus provided with reserve strength stands four-square to meet and overcome every attack."

If many boards of directors have been put to the same trouble during the last year to explain the great shrinkage of their assets put into securities as has many a husband, they have had their hands full. Moreover, the terrific shrinkage of bond prices, even first mortgage bonds legal for savings banks, which took place during the closing weeks of 1930, must have made some boards of directors wonder what are really "sound and fundamental" assets. Isn't it worth while for them to think over Lord Leverhulme's statement?

The whole idea of a surplus is that of an umbrella for a rainy day. We have certainly been passing through the rainiest days that our economic system has ever known. It is either going to get sunny quickly or it will be so rainy that it won't make much difference whether or not it ever gets sunny again.

Looking forward to those sunny days, whether they are coming in April or next year, isn't it common sense for management and boards of directors to consider investing money in advertising on a long time basis? Advertising is a long-term, not a short-time asset.

It is only too easy to admit that many firms have not the big surplus which would admit of taking Lord Leverhulme's advice, but a study of balance sheets shows there are plenty of others that could, with profit, start to invest money in advertising on a carefully planned long-term basis designed to open up new markets.

Ineffective demand, or demand which has not been tapped with the right products at the right price, is

ONE full-page advertisement in The Sunday Free Press of February 15th for Seebaldt - Evans, Inc., Auburn - Cord distributors of Detroit, produced like this:

2712 persons visited  
the show room  
89 appraisals of customer used cars  
21 sales of new cars  
in three days

returns of this sort, involving the sale of 21 new automobiles and the bringing of over 2700 people into our sales room as interested prospects from one page advertisement is little short of phenomenal."

REGARDING this, Mr. John F. Evans, vice-president says:

"Now we submit that at this particular time direct

YOU can always fully depend upon the buyer-audience offered you exclusively in the morning in Detroit through this newspaper.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

at the root of some of our present stagnation. The experience of the electric clock manufacturers, where prices dropped 40 per cent below those of 1929, the manufacturers of midget type radios, vacuum cleaners, household washing machines and other manufacturers, are cases in point. The banker, the advertising man and the product engineer can co-operate to use some of that surplus money which, under our present system of bank credits, collateral loans and the rest is doing actual harm when it could be accomplishing much good.

It is, of course, even possible that some of this money being held in corporate treasuries might be paid to employees. This is probably a moot question for the sociologist, the economist, the banker and the business man to solve and work out among themselves, if they ever will. Also, some of this surplus might be considered in its relation to unemployment insurance funds. This has been done in several parts of the United States by several groups of forward-looking people. Most of them are men well known in their respective fields, national advertisers, leaders in their industries.

Isn't it high time that too much surplus became an interesting subject for general and frank discussion?

### Succeeds Bruce Swaney with Cadillac

Edmund F. Colliau, formerly with MacManus, Inc., Detroit, has been appointed to succeed Bruce Swaney in the sales promotion department of the Cadillac Motor Car Company, Detroit. Mr. Swaney has joined the copy staff of the Campbell-Ewald Company, Detroit advertising agency.

### Ridders to Manage San Francisco "Chronicle"

Ridder Brothers, publishers of seven newspapers throughout the country, have entered into a management contract with the San Francisco *Chronicle*. There will be no change in ownership. George T. Cameron is publisher of the paper.

### Nyal Advances L. J. Bertoli

L. J. Bertoli has been appointed vice-president in addition to general manager of the Nyal Company, Detroit, medicinals and toiletries.

### Hormel Changes Sales and Advertising Set-Up

George A. Hormel & Company, Austin, Minn., packers of Flavor-Sealed and other meat products, have divided their sales organization to meet two separate and distinct sales problems, according to Jay C. Hormel, president. One department has been organized for dealing with the institutional trade and a second to reach the consumer through the retail store. This segregation of sales departments has led to similar segregation in the handling of advertising problems.

The Minneapolis office of Batten, Barton, Durstine & Osborn, Inc., has been appointed to handle the company's advertising in the general field. Carroll Dean Murphy, Inc., Chicago advertising agency, continues to handle the advertising for the institutional division.

### Two New Accounts for J. J. Gibbons Agency

The Dominion Steel & Coal Corporation, Ltd., successor to the British Empire Steel Corporation, Montreal, has appointed J. J. Gibbons, Ltd., Toronto advertising agency, to direct its advertising account. Canadian newspapers, farm papers and business papers will be used.

O'Keefe's Beverages, Ltd., Toronto, has also appointed the Gibbons agency to direct its advertising. Newspapers and radio will be used in an increased advertising campaign planned for 1931.

### Acquires Terre Haute Papers

The Terre Haute, Ind., *Star*, published mornings, and the *Terre Haute Post*, published evenings, have been acquired by the Tribune Publishing Company, publisher of the *Terre Haute Tribune*. Both the *Star* and *Post* were owned by John C. Shaffer.

Publication of the *Terre Haute Post* has been discontinued, the *Star* and *Tribune* continuing to be published mornings and afternoons, respectively. The *Sunday Tribune* will continue to be published as the Sunday edition of the papers.

### C. F. Berry Heads Financial Advertisers' Committee

Clinton F. Berry, vice-president in charge of advertising of the Union Guardian Trust Company, Detroit, has been appointed chairman of the committee of the Financial Advertisers Association to further co-operation with the savings bank division of the American Bankers Association in promoting their savings campaign.

### New Account to Phelps

The Almarian Studios, producers of colonial silhouettes and of reading boards, have appointed the Grand Rapids office of George Harrison Phelps, Inc., advertising agency, to direct their advertising. Newspapers, magazines and direct mail will be used.



# Always take the bigger half of a melon!

Even when there were four standard size New York Sunday newspapers, the Sunday American dominated that field. Now with only *three* left, its circulation supremacy is dramatically marked.

Within the 50-mile radius of New York, the richest in America, the Sunday American in this market offers advertisers *more circulation than the other two standard size Sunday newspapers COMBINED!*

And offers *this* without duplication, and at only one cost!

Every schedule planned to do an adequate selling job in the New York market can reach a total of far more than a million families with this *one* dominant newspaper alone!



Nationally Represented by PAUL BLOCK & ASSOCIATES

# FIRST

## in Food Lineage



THE FARMER and Farm, Stock & Home in 1930 carried more food advertising than any other farm paper. It was second in the farm field only to THE FARMER'S WIFE magazine.

**F**OOD advertising must reach the majority of homes to get results. Food advertisers in 1930 carried 60,757 lines in THE FARMER and Farm, Stock & Home. They know that farm homes make up the largest residential district in the Northwest.

More homes on highways than in all the cities and towns combined. 51.2 per cent of the Northwest population lives on farms. Merchants outside the three large cities depend on farm trade.

In the Northwest more homes are reached by THE FARMER and Farm, Stock & Home than by any other publication of any kind.

**THE FARMER**  
Wallace Publishing Co. Saint Paul, Minnesota  
**and**  
**Farm, Stock & Home**  
 Saint Paul, Minnesota

**New York**  
 Wallace C. Richardson, Inc.,  
 250 Park Avenue

**Chicago**  
 Standard Farm Papers, Inc.,  
 Daily News Building

Member Standard Farm Paper Unit



## Phoebe Snow—Not an Obituary

AUBREY & MOORE, INC.  
CHICAGO

Editor of PRINTERS' INK:

Will you please advise whether or not you have ever run any articles on Phoebe Snow and the Lackawanna Railroad, and if so, in what issues?

Thank you.

AUBREY & MOORE, INC.

**A**DVERTISING characters, it seems, have more lives than a cat. Phoebe Snow is a living testimonial. Time and again her doom has been pronounced. Epitaphs have been written for her tombstone and her departed glory celebrated in verse. A government consecrated to a single object—winning a war—wrote out her death warrant. Finally, electricity came along as a motive power for railroad operation and her very sustenance—anthracite—was deprived her.

But still she lives; robust, sparklingly youthful, full of the zest of life. Her trials and tribulations have served only to strengthen her tenacious grip on life.

The young lady has had a most fascinating history; more interesting, perhaps, than most trade characters. She was the brain child of Wendell P. Colton, then advertising manager of the Lackawanna. He undertook to advertise the road in verse, but he found it almost impossible to get any rhyme for Lackawanna. He developed the slogan Road of Anthracite and then he got the idea of a girl, to be dressed entirely in white, whose gown would be spotless after a trip over the road.

Later, Earnest Elmo Calkins invented the name Phoebe Snow and wrote additional verses in still catchier form, which became the standardized advertising of the road.

In 1918, when the exigencies of war time doomed Phoebe Snow, the New York "Advertising Club News" offered, through John Adams Thayer, a prize for the best verses submitted on the Passing of Phoebe Snow. The prize was won by Michael Gross. He mourned her passing in this wise:

### "THE PASSING OF PHOEBE SNOW"

There are tears in Trade-Mark Town,  
Grief has burdened its folks down,  
And life's happiness, for each, has

turned to woe;  
For the fairest of them all  
Has just made her parting call—  
And they mourn the loss of darling  
Phoebe Snow.

Both the little Gold Dust Twins  
Have stopped scouring pots and tins,  
And the Campbell Kid is crying, hushed  
and low;

Aunt Jemima tries to smile  
But she sobs once in a while,  
For it breaks her heart to lose dear  
Phoebe Snow.

The Uneeda Biscuit Boy,  
Once so full of life and joy,  
Now just paces up and down, with step  
so slow;

The Wrigley Spearmen cry,  
As they watch the hour draw nigh—  
That will take away their sweetheart—  
Phoebe Snow.

Crackerjack, the sailor lad,  
Feels so lonely and so sad,  
All the grief that's in his heart his  
actions show;

Soon the Scott's Emulsion man  
Gives his fish to Scott-Mint Dan,  
And departs—to say farewell to Phoebe  
Snow.

Now at last the hour has come,  
And to life and muffled drum,  
The Trade-Mark Folks march solemnly  
and slow;

The bugles sound out taps  
As they sigh and raise their caps,  
To the passing of their idol—Phoebe  
Snow.

But the reports of the young lady's demise were apparently gross exaggerations. It was merely a case of dropping from view. In 1921, Phoebe Snow returned from Elba or wherever it is that advertising characters retire when circumstances force their retirement.

During the interim, it is interesting to note, she had been begged, borrowed or stolen by other advertisers. She had appeared in an advertisement in behalf of a facial cream and also of a brand of underwear. Perhaps, though, these were merely twins or blood relatives with striking resemblances.

Back once more on the Lackawanna's staff, Phoebe Snow did valiant work. Then her existence was again threatened—this time by the march of progress. The Lackawanna had embarked on a program of electrification and Phoebe Snow, deprived of her favorite diet of anthracite, seemed surely to have been dealt a death stroke.

However, Phoebe is apparently

made of sterner stuff than the rank and file of trade characters. Not only did she refuse to give up the ghost when electricity came along, but she even had the audacity to take a seat alongside of Thomas Edison and other celebrities on the train that inaugurated the new electrified service. She was heartily congratulated for her pluck by many who rode with her on that occasion.

And now, a whole winter resort section has been named for her. Phoebe Snowland, it is called, otherwise identified as a region of the Pocono Mountains traversed by the Lackawanna. Current Lackawanna advertising talks about winter sports in Phoebe Snowland and a slug at the bottom of the copy reads:

**Phoebe**  
**SNOWLAND**  
**via**  
**LACKAWANNA**

So Phoebe Snow is not yet ready for an obituary notice. She has not disappeared—she has merely changed her place of residence, so to speak. Incidentally, her name, it will be promptly recognized, lends itself with peculiar aptness to the advertising of a winter resort section.—[Ed. PRINTERS' INK.]

### Dominion Life to Denne Agency

The Dominion Life Assurance Company, Waterloo, Ont., has appointed A. J. Denne & Company, Ltd., Toronto advertising agency, to direct its advertising account, effective May 1. The company's plans for 1931 include the use of magazines, newspapers, farm and rural publications, insurance and financial journals and women's publications.

### F. F. McKinney with Brooke, Smith & French

F. F. McKinney, at one time with Brooke, Smith & French, Inc., Detroit advertising agency, has returned to that organization. He was recently with Holden, McKinney & Clarke, Detroit advertising agency.

### Advertising Executives of New York "World-Telegram"

Following the merger of the New York *World* with the New York *Telegram*, the executive, advertising and business personnel of the *World-Telegram* will be as follows: Publisher, R. A. Huber; assistant publisher, N. S. Macneish; advertising director, Hal J. Fletcher; local display manager, William E. Robinson; national advertising manager, Vernon Brooks; manager of classified advertising, Herbert Walker; manager of automotive advertising, J. B. Jones, and circulation director, T. J. Dowling.

Of these all have been with the *Telegram*, except Mr. Robinson and Mr. Brooks. Mr. Robinson has been with the New York *Evening Journal* and formerly was with the *World*. Mr. Brooks was recently with the *World*.

### Pepperell Account to Humphrey Agency

The advertising account of the Pepperell Manufacturing Company, Boston, Lady Pepperell sheets and pillow cases, will be handled by the H. B. Humphrey Company, Boston advertising agency, effective July 1.

### Marlboro Account to Peck Agency

Philip Morris & Company, Ltd., New York, has appointed the Peck Advertising Agency, Inc., of that city, to direct the advertising of its Marlboro cigarettes.

### Death of E. Z. Blagg

E. Z. Blagg, vice-president of the Globe-Wernicke Company, Cincinnati, died at that city last week. Mr. Blagg, who was sixty-five years old at the time of his death, had formerly been president of Globe-Wernicke with which he had been associated for fifty years.

### Appoints Emery Agency

The Santo Seco Corporation, St. Louis, toilet articles and food products, has placed its advertising account with the Emery Advertising Company, of that city.

### Appoints Scheerer, Inc.

The Lansing, Mich., *Capital-News* has appointed Scheerer, Inc., publishers' representative, as its national advertising representative in the United States and Canada.

### Joins Western Agency, Inc.

N. J. Rifkin, formerly with the Seattle office of the Botsford-Constantine Company, has joined the Western Agency, Inc., Seattle.

### "Your Home" to Suspend

*Your Home*, published by Macfadden Publications, Inc., New York, will be discontinued after its April number.

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# "Watch for Our Announcement"

Whether to Teaser—or Openly Propose

By Aesop Glim

SOMETIMES it takes that form—"Watch for our Announcement." Sometimes it's—"Coming March 24." Sometimes it's much more subtle—telling less and arousing more curiosity.

In any form, it comes under the description of a Teaser Campaign. It's a preliminary build-up for the opening of a new advertising campaign. The basic principle to keep in mind is that *you are advertising your advertising*—rather than your wares themselves. If you'll remember that fact, you'll be able to decide when it's a good thing to do and when it isn't.

The optimistic theory is that such teaser advertisements, promising something in the way of important news to come, build up the reader's interest and secure a larger audience for the news when it does break. "Watch for our announcement" is exactly what the advertiser means—even though he may say it in any one of a hundred other ways. He may not even reveal his own identity in the teaser advertisements—asking the reader to watch for the announcement of news to come from a source also to be announced. In which case the teasers usually give some clue—some mark of identification—by which the final announcement will be recognized as that for which the reader's appetite has been whetted.

I have called this an "optimistic" theory. I don't mean to imply that the optimism is unfounded. But there is no doubt that a teaser campaign calls for faith and hope on the part of the advertiser. Charity is usually coupled with the words Faith and Hope. And the essential aim in a teaser campaign is to see that the faith and hope are as well founded as possible—and that no unexpected charity occurs.

A few years ago—for a period of about ten days—most of the newspapers carried small-space advertisements saying—"The Airman

is coming"—"Watch for the Airman"—"The Airman is fast."

There were usually several such advertisements in each issue of the paper. During the latter half of this ten-day period the advertisements gave the date of the promised Airman's appearance.

On that date large-space advertisements announced the new Airman Series of the Franklin automobile. The response of Franklin's audience was even faster than usual; it is safe to assume that this teaser campaign worked.

## Continuity

Two or three elements are worthy of note. First, there was continuity in the campaign. Continuity in the theme; continuity in the art treatment—for both the small and the subsequent large advertisements; continuity in the schedule of insertions.

When the actual announcement broke, the reader found it easy to identify because of both the name Airman and the art elements. Most important of all, he found that the name was justified and that he had no cause for disappointment. "Airman" seemed to be a pleasant name and a logical name for the new series of an automobile having an air-cooled motor; particularly as he was constantly reading in the papers the accounts of ever new records made by aviators with air-cooled motors in their planes.

\* \* \*

Continuity, ready identification and no disappointment are obviously three elements vital to the success of a teaser campaign.

If you plan a teaser campaign, allow enough teaser insertions to make a real build-up. A week to ten days might be considered a safe stretch—long enough to build something, yet short enough to avoid irritating your readers or causing them to lose interest. At the same time, it is well to remember that Mr. Ford once made the public

wait—with considerable interest—for a period of many months. (What this did to the business of his dealers and competitors is a separate element—the value of which you can weigh for yourselves.)

If you plan a teaser campaign, be sure that each advertisement carries some mark of identification—so that you get full value for all your money. The identification must tie all parts of the teaser campaign together—and then tie the teaser campaign to the announcement and the campaign which follows.

If you plan a teaser campaign, be sure it teases. But—be equally sure that your eventual unveiling will not cause disappointment. It is not so difficult to find something which will arouse curiosity. It is sometimes very difficult to find a teaser element which bears a legitimate relation to the product or subject to be revealed. As a formula, I would always ask myself, "Does this teaser come out of the subject itself—or lead directly to the subject?" If it does come out of the subject, you can be reasonably sure it *will* lead back into the subject; in which case your readers are not apt to be disappointed.

#### *The Camels Are Coming*

The recent campaign for Camel cigarettes can be considered as a teaser campaign. The advertising did not sell cigarettes—it made no attempt to do so. The prize contest and the slogan, "The Camels are coming" represented continuity elements. The whole campaign—both in what it said and in what it did not say—promised news to come; hinted that this was merely the opening gun in an interesting barrage. In both makeup and frequency of insertion the campaign had strong continuity.

Don't misunderstand me when I say the campaign did not sell cigarettes. I shall not be surprised to learn that Camel sales have doubled as a direct result of the campaign, due to the increased name publicity on top of the curiosity appeal. But this campaign

fits practically all our definitions of a teaser campaign and contained no cigarette-selling copy.

Tiffany might go even further. I can imagine an announcement—"On March 24 Tiffany & Co. will make an announcement of unusual interest"—causing plenty of interest, arousing plenty of curiosity, effecting ample build-up in even one insertion. But then Tiffany usually proves all our fundamentals to be anything but inviolate.

#### *The Blue Comet*

The Jersey Central's de luxe train to Atlantic City—the Blue Comet—was introduced by a teaser campaign. The name was new, and the name, with legitimate innuendoes of speed and so forth, formed the continuity and curiosity elements of the teaser campaign.

The name proved to be unusually acceptable to the public, when the unveiling took place. The train got away to a flying start—both figuratively and literally. The subsequent advertising has been able to maintain and even increase the high momentum with which it started.

\* \* \*

One rule I would recommend—although it is not always followed—would be to give the date of the forthcoming announcement, in every single teaser advertisement from the start of the campaign. You want all your readers to see your announcement. On the theory that any particular reader may see only one of your teaser series, I would aim to make each teaser as nearly self-sufficient to its job as possible. Give each teaser all the legitimate tease you can—and let the reader know in each one, when his suspense will be relieved.

\* \* \*

There is one variation of the teaser idea which is worthy of note—although it differs considerably in its purpose. This is the system of putting teaser advertisements into the same issue of the publication in which you run some announcement of importance. In other words, your main message may be on page 82. Teaser advertisements, probably in smaller space units, could be run on several other

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## I'll Bet This Makes You Jealous

PERHAPS you've heard of Agua Caliente, the thriving resort about 135 miles south of this city. 'Tis there the horses race and glasses clink to the strains of soft Mexican music. I ran down there last week-end and wagered several small amounts on the ponies. Never again. I couldn't pick a winner in a one-horse race. But did I hang my head and come home licked? I did not. I walked right up to one of Baron Long's green tables and rolled the dice to the tune of fifty bucks. Good old eleven saved the day. And good old eleven is the number of general classifications in which The Examiner trimmed the field in 1930. Eleven nice, big-league classifications that show what manufacturers and space buyers think of this fourth market and of The Examiner's ability to cover it. Whether you can bet on the horses with any degree of certainty or not, you can place your money in The Examiner with the guarantee that you've picked the winner. Next race starting now, gentlemen, place your bet on the favorite.

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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pages of the book, referring the reader to page 82.

The danger of the reader feeling tricked by this device is probably greater than in the case of teasers preceding the main announcement. Extra precautions should be taken on this score—to the end that the teasers may not over-promise and the announcement

may not disappoint. (That's probably two horses instead of one horse.)

In any form, it is obvious that a teaser campaign costs extra money. If successful, the extra money buys extra readings. Weighing the cost is a matter of guess-work.

May you guess right!

## What Groucho Says

He Got Through the Panic Period Pretty Well, Thank You

**H**OW did I get through the last year and a quarter? Very well indeed considering everything. Worked harder than ever, made less money than ever, kept my job and had three other jobs offered. How'd I do it? Dunno, but I guess I had no particular theory about the panic and wasn't famous enough to be a well-advertised reassurer.

That's a terrible responsibility, to be a reassurer when people have made up their minds not to be reassured. I'm even low-down enough to think that panics are rather funny—and surely Boss, Gent. Treas. and Biddle are funny enough in panic times to gladden the heart of any comedy fan.

Boss says there is no net gain from a panic. You agree with him, do you? He's all wet on that and so are you. Anderson, one of our best writers, hasn't been busy in the office, so he has produced a gem of writing, a little book mebbly a thousand people will buy and a million otta buy. Result—Anderson's copy work from now on will be worth double what it was.

Gent. Treas. got nervous dyspepsia thinking of panic red ink and went to the purlieus of Monte Carlo. May ruin him as a church deacon but it'll make him as an advertising man, mebbe. Skippington got cocky and resigned—then came back and got hired again with some difficulty. Now Skippy is really out for ideas, and believe me he'll find 'em.

Boss has seen some eight or nine accounts go out the window. The magic of his personality couldn't

keep 'em. Now he's got the idea that superior copy work must be the backbone of our agency. That idea alone is worth what the panic cost us. Quite a number of us agents have discovered that advertising is to help the advertiser's business, not merely to help us agents make dough, and that's a net gain I'll say.

Kasten begins to tumble to the fact that the quality market sticks and the frothy market is velvet only when it foams. He's getting the idea that good sense in ads keeps sensible people in line as customers and sensible customers are his bread and butter. Hereafter it's gonna be easier to get good copy approved by Kasten.

King has found that facts don't always fit his theory. Jolted him like the devil, but he's gonna hold his clients better from now on.

In fact, I don't know of a member of our staff or a single client that hasn't got some net profit from the panic which doesn't show in the cash book—yet.

Make no mistake, that panic was voted on us by advertising agents, advertisers, bankers, senators and merchants. *What? Farmers?* Guess again. Farmers are no sap heads. *War Debts?* Everybody had 'em years before the panic. *Stock Gambling?* When was the time we didn't have stock gambling?

Anyhow, we are on our way up, about 6 per cent wiser for the moment—and that's a lot if we make it stick. Mebbe we voted the panic because we needed it at the moment.

GROUCHO.



52

WORTH  
REPEATING

per cent of  
all the money  
spent by  
national  
advertisers in  
San Francisco  
newspapers  
during 1930  
was invested  
in the

San Francisco  
**EXAMINER**

# Stick to the BIG

EVERY right-minded man who starts in to make something to sell is sustained by a valid idea.

He is convinced that his product embodies a real *advantage* for the user and that therefore intelligent people will buy it.



On that simple and durable premise have been reared in the past quarter-century the greatest business and industrial structures in America.

The process of their erection has been invaluablely *quicken*ed and *strengthen*ed by honest and informative advertising.

IF your business is worrying you now, if sales and profits are sagging, go back to the beginning in your thinking.

Be *sure* your product is superior, in style, quality, value

## THE SATURDAY

AN AMERICAN

THE CURTIS PUBLISHING COMPANY

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# IDEA



or utility; be sure it is distributed within reach of the customer.

This done, *tell* people about it, *in terms of their interest, not yours*—tell them over and over again through the advertising pages of THE SATURDAY EVENING POST.

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You are then displaying your wares before the most intelligent and progressive audience in America—that hub *three-million-strong* which turns the taste, thinking, *buying* of the nation.

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tising.

**I**F you think this is merely selfish advice, think again; *it is the tried and true formula of outstandingly successful business.*



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The Post is an inseparable part of that formula simply because experience has demonstrated that its values cannot be bought elsewhere at any price!

value

**Y EVENING POST**

ICAN

INSTITUTION

ANY

INDEPENDENCE SQUARE. PHILADELPHIA

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The Pacific Northwest's Greatest Home Delivered Circulation

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# First Choice



## among Space Buyers

**I**N 1930, as for 80 years, The Oregonian carried more advertising than any other Portland newspaper. It carried 525,794 more lines than the second newspaper; 4,612,540 more lines than the third newspaper; 6,172,246 more lines than the fourth newspaper. **¶** It carried more



exclusive display advertising accounts in 1930 than all of the other Portland newspapers combined, and was first in 27 of the 36 accepted classifications used in newspaper measurements. One-quarter of the advertisers, local and national, used The Oregonian exclusively.

# The Oregonian

PORTLAND, OREGON

National Representatives, **WILLIAMS, LAWRENCE & CRESMER**  
 NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES SEATTLE

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Largest Circulation West of Denver, North of San Francisco

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# Forcing Dealers to Tell the Sales Story

How Holmes & Edwards Are Getting Consumers to Ask Their Dealers About the Special Inlaid Feature of the Product

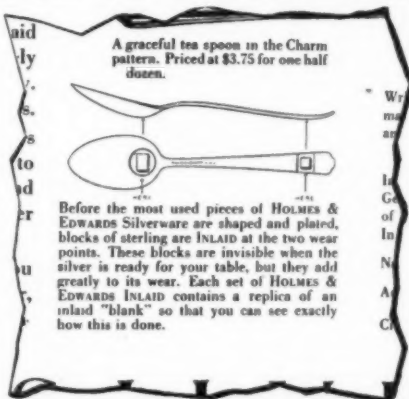
By Charles G. Muller

**P**RODUCTS with a mechanical feature for their major selling point force the manufacturer to face two problems which are extremely difficult to solve. First he must impress dealers with the value of this feature, and second, he must get dealers to stress this feature when trying to sell consumers.

Various manufacturers have worked out successful solutions to these problems, and now another maker of a product with a hard-to-demonstrate sales feature has developed an unusual method for getting over these two merchandising hurdles. For, working backward, this company is getting consumers to ask dealers for the special story, with the result that this consumer interest is increasing the dealer's own interest in telling the story of the product's main sales feature.

According to J. Leo Dowd, of the advertising department of the Holmes & Edwards Silver Co., this company, using the slogan "Something more than plated," has been making a special Sterling silver inlay in the most used pieces of its table silverware. The purpose of this inlay is to give added wearing power to the silverware, just as reinforced heels and toes give added wear to hosiery. But this feature, one on which the product largely depends for its sales in competition with other quality plated ware, has been very hard to make clear not only to consumers but also to dealers.

"For a long time," says Mr. Dowd, "use of the inlaid idea proved to be a sort of boomerang, because it confused both trade and consumer. Simple as it was to us, it appeared extremely complicated to get over intelligibly to the consumer via the dealer. We tried



Consumer Advertising Carries a Sketch of the Inlaying Process to Arouse Interest in the Cardboard Blank

many ways to present it, for the reinforcement feature was our major merchandising point, and finally we used the analogy of reinforced hosiery. That seemed to be easy to grasp for trade and public, but it only partly solved our problem, because experience showed that dealers were lax in telling this story, simple as it was.

"Inasmuch as the inlaid idea, once it was fully presented to the consumer, made a sale in many cases, the fact that dealers were not telling the story was hard to appreciate. But it remained a practical fact with which to cope, and we

had, therefore, to work out a way to make it easy for the trade to talk about the major selling point.

"One means of overcoming the trade's apathy to telling the prospective buyer about our inlaid feature was by use of a counter stand of simple construction. Taking up very little space, this vertical plaque about a foot square on each side of which were models of spoons to show the several stages of manufacture, gave the consumer a clear and easily understood picture of what the inlaid process was. It also made it very easy for the dealer to lay the story before his prospect.

"But—the stand usually was somewhere else other than with our silverware when the dealer came to show our product. And he might forget entirely to explain the inlaid feature.

"Simply, we were up against what many other manufacturers continually find—a very real dealer apathy toward taking advantage of a simple but mechanical sales feature that gives the product individuality—the result of such apathy being that the product is left in the ruck of competition."

Convinced that its inlaid feature must continue to be stressed and that a practical way could be found to get the dealer to stress it, the company sent an investigator into a leading store in a "competitor's town" to do nothing but make a selling check on the silverware department. This investigator did no selling, made no demonstrations, and gave no sales talks. Instead, she listened to everything that went on behind the counter. The net of her survey was (1) that while the store maintained an impartial attitude between Holmes & Edwards' silverware and its rival, the salespeople favored the competing brand, and (2) that when the salespeople used the counter plaque to demonstrate the inlaid feature of the Holmes & Edwards' product, sales resulted three times out of four.

More than ever convinced that its inlaid feature was its best merchandising point and that if the dealer would only tell the story he would make more sales, the company finally concluded that the an-

swer to its problem might lie not in the dealer and his clerks but in the consumer.

That is, reversing the plan of urging the dealer to tell the story to the consumer, the company might be able to get the consumer to ask the dealer to explain what the inlaid feature was all about. The current Holmes & Edwards' merchandising plan embraces the successful development of just this reverse twist, for consumers are asking for the story and getting it.

"The idea is an adaptation of the counter display stand," explains Mr. Dowd. "But whereas the stand might get away from the silverware counter and fail to remind the clerk to tell our story, our new demonstration feature is attached to the actual silverware displayed to the consumer. The salesman cannot overlook our story and, if he does not tell it, the customer will ask him about it.

"This demonstration feature is a cardboard replica of a silver spoon. Side (A) shows the ordinary plated spoon. Side (B) shows ours at a graphic stage of the inlaying process. To this silvered cardboard piece is attached a small tag, the string from the tag to the spoon being placed over a piece of the actual ware being shown in our set. With every set is one of these demonstration cardboard spoons with its accompanying tag.

"Corresponding to the (A) mark on the spoon is an (A) on the tag, which says: 'What is under the plate? Before shaping and plating, this is how the teaspoon blank of most other high grade silver plate looks.' On side (B) of the card is our story: 'See the difference in the blank model of Holmes & Edwards' inlaid. Before shaping and plating, two blocks of Sterling silver are inlaid at the wear points back of bowl and handle.'"

The advantages of this simple demonstration sample are:

1. It reminds the salesman that with this product goes a sales story which will help him sell the silverware;

2. It recalls the meat of the actual story to him—in fact tells it for him;



or



**I**NVESTORS in Cincinnati, busy during the day with office affairs, have little time to check Exchange transactions as they occur, little time to think of investments and are not interested in the early morning printing of the financial news that last evening they read in the leisure and comfort of their homes.

Each evening The Times-Star is read, at home, for the detailed financial news of THAT day. Read and digested when there is time for thought, and investment decisions. Read because it is complete and last-minute news.

Cincinnati investment dealers are profiting by this reader acceptance of The Times-Star, are breaking away from tradition, are offering securities in The Times-Star financial pages, in the evening, and with most gratifying results.

The Times-Star completely covers Cincinnati investors . . . in the evening . . . the opportune time.

## THE CINCINNATI TIMES-STAR

HULBERT TAFT

President and Editor-in-Chief

Eastern Representative  
**MARTIN L. MARSH**  
60 East 42nd Street  
New York



Western Representative  
**KELLOGG M. PATTERSON**  
333 N. Michigan Avenue  
Chicago

3. If for any reason he fails to tell the story, the customer picking up the blank will become curious, ask him what it is about, and so get the manufacturer's sales message from the salesman;

4. If the customer is looking over silverware without the help of a salesman, the cardboard spoon acts as a silent salesman for this product, as its tag carries a complete selling message.

Consumer advertising behind this simple plan is interesting, because it carries out the company's idea of using the consumer's curiosity and interest to cause the dealer and his salesman to tell the merchandising story.

Beginning in April, in full-color pages and a spread in three general magazines, the company's consumer message will carry a sketch of the inlaying process, with a short announcement explaining that "each set of Holmes & Edwards' Inlaid contains a replica of the inlaid 'blank' so that you can see exactly how the inlaying is done." The reason for devoting part of its advertising page to this is to arouse preliminary consumer interest in the cardboard blank which the woman will find in every silverware case she sees at the retail store.

To impress dealers to make full use of the idea, the company is using business-paper space to emphasize the fact that it is telling consumers, in national publications, to look for the cardboard blank. Announcement of this fact followed a teaser campaign in a group of jewelry trade magazines in January and February, half of a double spread in March giving details of the new merchandising plan. Following full particulars of the plan's working was a request to dealers to write or wire how many blanks they would need in order to put one on each set currently in stock and so to capitalize consumer interest.

Preliminary tests of the plan had been made on dealers in two towns, the merchants agreeing that, because women do considerable shopping before making a silverware purchase, the cardboard blank (1) would arouse curiosity, (2) would cause the inlaid story to be

told, and, as borne out in the earlier survey, (3) would close many sales.

The company's salesmen also took strongly to the plan. Though full reaction from the trade has not yet been registered, the company feels that the problem of getting dealers to tell the product's major sales story finally has been solved by this simple means of so arousing consumer curiosity and interest that it is impossible for the dealer to forget.

### New Business at Nashville

Avent Murfree, Inc., a new advertising business, has been formed at Nashville, Tenn. Avent Murfree, who had been with the former Joseph Richards Company, New York, and who has more recently been in charge of the advertising and sales promotion department of Caldwell & Company, Nashville, is head of the new concern. Winston Marshall, who conducts his own art studio at that city, has been made art director.

### S. K. Arnott Joins McConnell & Fergusson

Stewart K. Arnott, formerly assistant to the director of advertising of the Hugh C. MacLean Publications, Ltd., Toronto, has joined McConnell & Fergusson, Ltd., Montreal advertising agency, as an account executive. He was at one time advertising manager of *Motor Trade*, Toronto.

### Appoints Evans, Nye & Harmon

The Arkansas Company, Inc., New York, manufacturer of textile softening and finishing compounds and preparations, has appointed Evans, Nye & Harmon, Inc., advertising agency of that city, to direct its advertising account, effective March 15. Business papers will be used.

### C. H. Collins Appointed by Westinghouse

C. Hart Collins has been appointed radio sales manager of the Westinghouse Electric & Mfg. Company, following the recent reorganization of its merchandising department. He has been identified with Westinghouse since the introduction of the Westinghouse radio.

### "Television News," New Publication

*Television News* is the name of a new bi-monthly magazine being published by the Popular Book Corporation, New York, beginning with the March-April issue. Hugo Gernsback, editor of *Radio Craft* and *Short Wave Craft*, is editor.



## Exclusively in THE SUN-TELEGRAPH —and 30% increase in SALES

An unsolicited letter from R. G. Dorrance, of the Brown-Dorrance Electric Co., Pittsburgh Distributors for ABC washing machines and electric appliances, reads in part:

"We believe you will be interested in knowing that the sales of ABC Washers in the Pittsburgh District for the year 1930 showed an increase of 30% over the previous year—a goodly portion of the credit for this increase should be given to The Sun-Telegraph. Your newspaper was used exclusively in advertising the ABC Washer during the past year, and we are more than satisfied with the splendid results it has produced."

Despite the business depression of 1930, many advertisers have found analogies to the Brown-Dorrance success in their own lines of business when they used The Sun-Telegraph to present their sales message.

Times Have Changed in Pittsburgh

## THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY  
PAUL BLOCK AND ASSOCIATES

# APPLE PIE

## —or crepes suzette?

POPULAR acclaim cannot be won by too subtle appeals. Nor is mass action achieved through sophisticated advertising.

The advertiser who must address a large audience is up against a far more difficult problem than the manufacturer whose prosperity lies in successfully appealing only to those of his own class.

When a factory is turning out carloads of medium-priced merchandise that must be consumed in quantities of several million units a year, selling must be done much farther afield than Park Avenue and Lake Shore Drive. It is the man in the street who makes or breaks most national advertisers—that ordinary, everyday individual who prefers frankfurters to caviar—and apple pie to *crepes suzette*.

The larger the audience we are attempting to reach, the more stringent are the limitations we must impose upon ourselves. And the more relentlessly must we suppress any temptation to be subtle and "brilliant". For the *tour de force* which fills us with such pride only too often falls on arid ground when released for general circulation.

We must not forget that many things which are well-known to us are beyond the horizons of the multitude. And that many things which we find intensely interesting are inconsequential and boring to the great army of Smiths and Joneses.

In addressing the large audience we cannot ignore any of the restrictions imposed by the mental and emotional limitations of the great mass. Their preferences are

Interests must be shrewdly observed and taken into account if we are to meet them on their home grounds.

Our choice of appeals, copy ideas, headlines and illustrations must embody concessions to popular taste—whether we, as individuals, endorse that taste or not.

The advertisers of the imported automobile can afford to be more

or less independent of the average man. The manufacturer of the \$20,000 pipe organ can afford to turn up his nose at human nature in the mass, if it pleases him to do so.

But the advertiser who expects to sell a breakfast food, a razor blade, a beverage, or a radio set in volume can ignore the true character of his great potential market only at his peril.

*A partial list of products sold through diversified retail outlets advertised through Ruthrauff & Ryan:*

<b>RINSO</b> <i>The Granulated Soap</i>	<b>COCOMALT</b> <i>The Health Food Drink</i>	<b>LIFEBUOY</b> <i>Shaving Cream</i>
<b>TRE-JUR</b> <i>Cosmetics</i>	<b>BONCILLA</b> <i>Toiletries</i>	<b>STANDARD STATISTICS</b> <i>Financial Service</i>
<b>LIFEBUOY</b> <i>Health Soap</i>	<b>COOLENE</b> <i>Foot Cream</i>	<b>TRUE STORY</b> <i>Magazine</i>
<b>NOXZEMA</b> <i>Skin Cream</i>	<b>LACTOGEN</b> <i>Baby Food</i>	<b>SCOTT &amp; FETZER</b> <i>Sanitation System</i>
<b>BLONDEX</b> <i>Shampoo</i>	<b>WOLVERINE</b> <i>Horsehide Work Shoes</i>	<b>HEADLIGHT</b> <i>Overalls</i>
<b>WHITE CROSS</b> <i>Electric Stoves</i>	<b>NU-WAY</b> <i>Suspenders</i>	<b>TUMS</b> <i>Antacid Candy Wafers</i>
<b>LION BRAND</b> <i>Evaporated Milk</i>	<b>UNITED ENGINEERS &amp; CONSTRUCTORS, Inc.</b>	<b>ALPINE BRAND</b> <i>Evaporated Milk</i>

**RUTHRAUFF & RYAN, INC.**  
*Advertising*

New York: 132 West 31st Street

Chicago: 360 N. Michigan Ave. ~ St. Louis: Arcade Bldg.

## Good News for Your Clients!

THE SEATTLE POST-INTELLIGENCER'S Market Facts disclosed that *41 per cent of the people in the Seattle Market, buy 68 per cent of the nationally advertised merchandise of all kinds, sold in this Market.*

## Because—

Reading Matter seeks its own level, the *Post-Intelligencer* appeals primarily to that portion of the Seattle Market Area most profitable to YOUR Advertising Clients.

## THAT'S JUST WHY

The *Post-Intelligencer* offers the *greatest economy* to the advertiser seeking a genuine response from the Pacific Northwest Sector.

W. W. CHEW  
285 Madison Avenue  
New York City

J. D. GALBRAITH  
612 Hearst Building  
Chicago

A. R. BARTLETT  
3-129 General  
Motors Bldg.  
Detroit

SLAYTON P. LADUE  
625 Hearst Building  
San Francisco

*A Half Million Facts Concerning this Market Are Available  
through any one of Our National Representatives*

# SEATTLE

# POST-INTELLIGENCER!

A MILLION MODERNS IN THIS MARKET!

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## Why Babies Will Rule Carnation Advertising This Year

EVERY advertiser who has been at it a few years finds himself with a twofold job on his hands: old markets to hold and new markets to win. In order to take care of both jobs with a single shot, the Carnation Company, canner of Carnation ("From Contented Cows") evaporated milk, will devote its entire 1931 advertising expenditure to the development of one single secondary theme—the use of evaporated milk for baby feeding. (This expenditure, incidentally, is one of those that will be larger in 1931 than in 1930.)

The theme of baby feeding has been picked as one of maximum popular appeal. For in addition to leading to a sizable new and direct market in itself, the theme also has the advantage of forming strong brand preferences, in the sense that anything which is good enough for babies is likely to be considered good enough for anyone else. The baby food appeal always carries an implication of quality which quite naturally carries over to the other uses of the same product.

Thus Carnation advertising in 1931, while leading off and concentrating upon baby feeding, will

lead up to cooking and other uses, and so serve both in the cultivation of a new market and in the reinforcement of the old.

Layouts will feature large pastel drawings of babies. Most of the copy will of course concern itself with the acceptance, both professional and lay, which has been granted Carnation milk as a baby food. But a suggestion of more extensive uses will also always be worked in, such as:

"You will be delighted with Carnation's goodness in cream soups, sauces, custards, cocoa, ice cream and candy. And you will enjoy its creamy double-richness—and economy!—in coffee and on fruits and cereals."

Following the same purpose, two booklets will be featured, one on baby feeding and the other on general recipes. In addition, the baby illustrations will also be made available in reprints to those who wish them.

Inasmuch as doctors and nurses hold the balance of power on such questions as baby feeding, a specialized professional campaign will be addressed to them through medical publications, direct mail, etc.

# Shirt-Sleeve Executives

The Captain Flags Are Being Mustered Back Into Service

By John J. McCarthy

Account Executive, McCann-Erickson, Inc.

**"REASON-WHY** copy is coming back, not only because it is part of shirt-sleeve advertising, but also because shirt-sleeve executives are getting back into the saddle. Boards of directors are realizing suddenly and forcefully that all enterprises just naturally don't 'run themselves' any more, and are adhering once more to that fundamental precept of American industry—that the measure of success which a company achieves is often the measure of the man who is responsible for its management.

"The day of the dilettante is gone. The hard-boiled boys who 'know the business from the bottom up' are now in the front office."

This comment was prompted by the potent article by Roy Dickinson entitled, "Shirt-Sleeve Advertising," which appeared in the February 5 issue of *PRINTERS' INK*. It was made to this writer by a fellow traveler during a long train trek to the Southwest. It is reported here because it resulted in an informal but informative clubcar business forum that should be of interest to those who have followed Mr. Dickinson's articles on employment and wages.

Participating in this clubcar discussion were representatives from six basic industries. Their recent employment experiences in their respective industries, which they frankly related, might be regarded as typical of the current developments in the employment situation as a whole. The industries represented by those who took part in this discussion were clothing, food, petroleum, publishing, industrial machinery and hotel.

Without exception, every one of the six representatives furnished real evidence of the Great Comeback of the Shirt-Sleeve Executive in American Industry.

Several of these representatives

had read Mr. Dickinson's commentaries in *PRINTERS' INK* on the stabilizing of employment. All present concurred with him that wages should not be reduced. They felt that because the solution of the present industrial problems calls for the best brains—men with backgrounds of practical experience in particular industries—trained executives may write their own tickets as regards compensation.

The consensus of opinion as expressed in this clubcar forum was that during the last few years, when competition was not tough, and all firms were getting some business, little attention was paid to management. Everybody was making money. Everybody was happy. Why worry about your personnel to the extent of their qualifications for doing a job for you? No reason to get fussy, because many of your executives were probably making more money on the market than you were paying them.

## *Shirt-Sleeve Executives Were Classed as Kill-Joys*

In this atmosphere, the tireless, hardworking shirt-sleeve executive whose experience and intuition told him that the prosperity wave was too good to last very long was depicted as a kill-joy, a back-number not attuned to the really modern methods of business.

The importance to the organization of these men who had spent their lives in a particular industry, and were so busy mastering it that they had little or no time to worry about the stock market activities was overlooked. It was the heyday of the dilettante executive who was capable of passing along to the boss those so-called valuable bits of Wall Street information picked up at luncheon clubs and golfing afternoons. He was the white-haired lad of the organization.

Now with business back to fun-

The Tampa Tribune's  
Fourth Annual Spring

# Cooking School

March 30 and 31  
April 1 and 2

The Tribune Cooking School affords an opportunity to introduce your products to the women of Tampa, to distribute samples and to come in direct personal contact with interested consumers.

A larger feminine audience gathers for the Cooking School each year than for any other event of its kind held in Tampa.

Manufacturers or distributors interested in participating, directly or indirectly, communicate with the Tampa Tribune, or notify national representatives.

## 1930 Federal Census

Tampa and Suburbs . . . . 119,000  
Jobbing Trade Area . . . . 750,000\*

\*More than half the population of Florida.



TAMPA, FLORIDA

The Beckwith Special Agency, National Representatives:  
New York, Philadelphia, Detroit, St. Louis,  
Kansas City, Atlanta and San Francisco

The Sawyer-Ferguson Company  
Chicago Representatives

damentals and with struggles for sales becoming really strenuous, the Captain Flags are being mustered back into service, and getting the gold-braid posts. And like that famous marine, these Captain Flags of business will come through in the present emergency because they have spent years and years learning their trade in the particular industry in which they are engaged.

"One thing that 1930 taught us rather forcefully," stated Thomas, a sales manager for a large national chain of credit clothing stores, and who was the representative of the clothing industry at our clubcar business forum, "was that we cannot afford to economize on trained men. By trained men, I mean those who have direct experience in the credit clothing line. We found that we could skimp on everything else, but not on the grade and experience of our manager and his assistants.

"The bulk of our business is done in industrial towns, and when the fall-off came early in 1930, the juiciest item on expenditures which appealed to the red-ink boys in the home office was to lop off the salaries and commissions of our managers. The managers of our larger stores were averaging about \$100 per week.

#### *Veterans Let Out*

"In spite of the protests of the field sales managers and my own, the home office went ahead, and ordered a change of managers in many of our stores. Our veteran managers, trained for years in retail credit clothing business, were let out, and smart, popular lads from the local department stores were hired in their places. The red-ink boys back in the home office smiled the proverbial smile of the cat-who-had-swallowed-the-canary.

"A few months later, the red-ink boys were not doing much smiling. True, sales were piling up, but collections were just too bad. As we men who had spent years training managers had expected, the department-store lads went after sales and paid little heed to collections. That's why I'm on the road trying to persuade several of our old-time

managers to come back into the fold, and at their own figures, too."

His observations of recent developments in the food field indicated to Gaffney, who spoke for the food industry at the clubcar business forum, that the "shirt-sleeve" pilots are at the helms in that industry. He pointed out that with his own firm—canned food manufacturers—there had been a tendency to experiment with sales directors during the last few years.

Business had been smooth, relations with distributors very friendly, and sales had increased at a modest pace. However, the owners were not entirely satisfied. They felt since times were prosperous, they should be riding the crest of the wave.

Their general sales manager was one of those veterans who had been born and raised near a canning factory, and had started his business career as a laborer in the factory. Later, he was a salesman, food broker, and had years of field experience, before he was brought in to serve as sales manager. He advised the owners not to measure the progress of the company by the active Wall Street yardstick, and that the company was really making headway. The owners listened politely, but privately thought that he was in his dotage. They promptly voted to "kick him upstairs." He was made a vice-president and assistant to the president.

"Then," continued Gaffney, "they started out to secure the sales manager who would lead them into El Dorado. First, the owners agreed that what they wanted was not a canned goods man. They had had one for the last ten years, and he was reputed to be among the best in the industry, and, to their way of thinking, he had not made any sensational showing. Better bring in a man from another line. He will have new ideas and that is what they figured they needed most. Hence, the firm owners engaged a sales manager from the hardware field.

"Like most newcomers to the food field, this new sales manager first picked on the brokerage system. He was for changing a num-



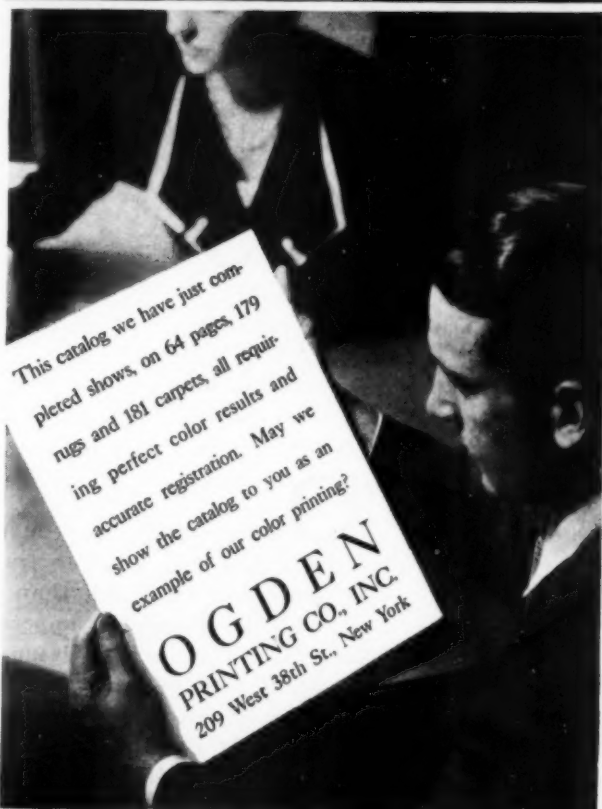
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MILES OF PAVED  
HIGHWAYS BRING  
**IOWA'S**  
BUSINESS TO ITS  
27 KEY CITIES



"O N an average, every motor vehicle in Iowa was used to travel 1171 more miles in 1930 than in 1929." This statement appeared editorially in a recent issue of **COLLIER'S WEEKLY**—praising Iowa's 3325 miles of paved highways and pointing out the increased importance this ramified network of paving gives to Iowa's leading markets.

1171 extra miles of travel per car. Extra miles of driving between outlying points and of course, Iowa's 27 key cities. Extra business for all of these key cities. And, inevitably,





extra business for the advertisers who back up sales effort in Iowa with advertising in the daily newspapers serving Iowa's 27 separate and distinct key markets.

If you desire a full share of Iowa's business, these local daily newspapers are essential to your sales campaign. They alone offer you an effective combination of adequate key-market coverage, plus reader-and-dealer loyalty.

## IOWA DAILY PRESS ASSOCIATION

Office of the President  
Council Bluffs, Iowa

Ames..... Tribune  
Boone.... News-Republican  
Burlington..... Gazette  
Burlington..... Hawk-Eye  
Carroll..... Daily Herald  
Cedar Rapids  
Gazette & Republican  
Centerville  
Iowegian & Citizen  
Clinton..... Herald  
Council Bluffs.. Nonpareil  
Creston.... News-Advertiser  
Davenport  
Democrat & Leader  
Davenport..... Times  
Dubuque  
Telegraph-Herald  
and Times-Journal



*The stars, shown on the map above, indicate the location of daily newspapers in Iowa. Note, they are scattered over the state, covering the 27 distinct and separate key markets.*

Fort Dodge  
Messenger & Chronicle  
Fort Madison.... Democrat  
Iowa City..... Press-Citizen  
Keokuk..... Gate City  
Marshalltown  
Times-Republican  
Mason City.. Globe-Gazette  
Muscatine  
Journal & News-Tribune  
Newton..... News  
Oelwein.... Daily Register  
Oskaloosa..... Herald  
Ottumwa..... Courier  
Perry..... Chief  
Sioux City..... Journal  
Sioux City..... Tribune  
Washington..... Journal  
Waterloo.... Daily Courier



**BOSTON**  
The Berkeley Press  
The Wood Clarke Press

**BUFFALO**  
Axel E. Sahlén  
Typographic Service

**CHICAGO**  
Bertsch & Cooper  
J. M. Bundscho, Inc.  
The Faithorn Corporation  
Hayes-Lochner, Inc.  
Harold A. Holmes, Inc.  
Runkle-Thompson-Kovats-Inc.

**DENVER**  
The A. B. Hirschfeld Press

**DETROIT**  
Geo. Willens & Co.

**INDIANAPOLIS**  
The Typographic Service Co.

**LOS ANGELES**  
Typographic Service Co.

**NEW YORK CITY**  
Ad Service Co.  
Advertising Agencies  
Service Co.  
The Advertype Co., Inc.  
E. M. Diamant  
Typographic Service  
Frost Brothers  
David Gildea & Co., Inc.  
Heller-Edwards Typography, Inc.  
Huxley House  
Lee & Phillips, Inc.  
Supreme Ad Service  
Tri-Arts Printing Corp.  
Typographic Service Co.  
of N. Y., Inc.  
Kurt H. Volk, Inc.  
Woodrow Press, Inc.

**PHILADELPHIA**  
Progressive Composition Co.  
Kurt H. Volk, Inc.

**ST. LOUIS**  
Warwick Typographers, Inc.

**TORONTO**  
Swan Service

## Offering The Banded Skill Of The Whole Typographic Guild

Individually, the typographer is but one cube in the mosaic of his calling. Banded together, typographers can effect reforms; interchange ideas; promote solidarity of effort; raise quality; make charges fair; set up an inflexible standard of creative ability and sterling character; uproot "tricks of the trade." Buying typography from any one of our members means receiving the obvious advantages of collective skill, unified resources and the eager-earnest craftsman spirit.

## ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters, 461 Eighth Avenue, New York



Typography That

Sets Up An Ideal

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ber of our representatives overnight. True, we could stand changes in certain territories, but said changes should not be made suddenly.

"This did not deter the new sales manager. He went right ahead and shuffled our deck of brokers. His inept handling of this situation brought him the well-known pink slip. His successor—a young executive from the paper industry—took a cue from his predecessor, ignored the brokers, but singled out the salesmen for his slashing.

"Immediately, there appeared a number of bright young chaps in our ranks who had had considerable experience in selling paper but none in promoting grocery sales. By the time these cubs had learned our line and the fundamentals of the grocery business, their boss was on his way out. Most of the men followed shortly afterward.

"Naturally, by this time, the owners began to see the light. Sales slipped off, and some of our leading buyers were so peeved that it looked as if in 1931 our brands would be as popular as leprosy. The 'Old Man' who had been 'kicked upstairs' walked down again and took over his old job. The day his reappointment was announced by wire, I understand that throughout the country groups of our veteran representatives, who knew and respected 'the Old Man's' judgment and policies, took the afternoon off, adjourned to adjacent thirst emporiums and chanted 'Happy Days Are Here Again.'

"Anyway, on this trip, I have noticed a decided pickup in the salesmen's morale. The 'Missouri' attitude which they had toward the previous two sales managers is gone because these field men instinctively know that the 'Old Man' has forgotten more about the canned foods business than they'll ever assemble. Furthermore, the 'Old Man' knows their territories inside and out. Since he does, he is reasonable about sales results."

The practice of a new sales manager coming from another industry and bringing with him to his new position a retinue of salesmen is not likely to be done on a very

large scale in 1931. At least such was the opinion of Hamilton, who represented the petroleum interests at our clubcar business forum. He believed that there were too many shirt-sleeve executives in his field to tolerate such trafficking in salesmen in these times. It has been done before in his field, according to Hamilton, but not very successfully.

"Our outfit," declared Hamilton, who was the head of a petroleum marketing company in the Southwest, "has had its fill of taking a group of salesmen from other industries, and breaking them in to sell our line of petroleum products. During the last several years, sales executives from other fields have joined us, and immediately sold us the idea of trying out new salesmen with no oil experience. They argue, and theoretically they're right, that these new men will introduce new merchandising ideas because they are not hampered by the traditions of the petroleum industry.

#### *Fine Theory, But—*

"Fine theory, but it rarely works practically. At least for us. We discovered that it takes these chaps so long to assimilate oil terms and their meanings along with the basic marketing practices of our business, that we have a considerable investment in them before they have made any sales. Even after they know the fundamentals, they're a long time becoming a paying proposition. Then, usually, they get an offer to get back into their old line, and we lose them.

"Hence, you cannot blame us for laying down a hard-and-fast rule, during this period when sales are tough and all our competitors are fighting in their 'shirt-sleeves' too, that we shall take on only fellows who are what we call real 'erl' men; those who have a 'feel' of the industry, and are in it to stay. Anyway, they're easier to break in. A few days here in the refinery to learn our processes and our products, and all that is necessary is to hand them a price-list. They will quickly be out hotfooting it for sales and landing them."

Another strong advocate of the

policy of "the shoemaker sticking to his last" was Nichols, the publisher, who participated in our clubcar business discussion. In fact, he maintained that it was the medieval guild system of each man learning a craft and sticking to it that produces the competent "shirt-sleeve" executives, who can be depended upon in industrial emergencies like the present.

"Gentlemen, gaze upon this 'shirt-sleever' who has staged a comeback in 1931," remarked Nichols smilingly. "I am headed back to my native city to be publisher of its leading newspaper. Furthermore, I am coming back at the request of the same board of directors who gave me my walking papers two years ago after I had given ten years of faithful, hard-working 'shirt-sleeve' service."

Then Nichols proceeded to outline how it was that he was asked back to head up this newspaper. It was a typical case of where a newspaper had grown to such proportions with little competition that the owners began to feel that it was an automaton that would gush forth daily editions and remarkably good dividends continuously. Hence, why bother to pay an alleged fat salary for a publisher? Especially, since the publisher was becoming a little obstreperous in demanding that the business office keep its fingers off the editorial offices, and big advertisers be treated the same as any other reader of the paper.

Perhaps, it would be better to put in the son of the town's leading banker as publisher. At least, he would know what toes not to step on in town, and he might overlook some little puff items which wouldn't do the paper any harm.

"After their experience with the banker-publisher," said Nichols, "the board of directors understood that by my leatherneck attitude toward guarding the editorial columns, and my policy of hiring only experienced talent, I was really looking after their interests in the sheet. Anyway, I am going back with *carte blanche* orders. I'll run the newspaper the way it should be run, and the way I always ran

it—in my 'shirt-sleeves' from early morn till the last edition is put to bed."

That the veteran operators who adhere to the fundamentals of their craft are the ones who are holding down the key positions in the hotel industry today was testified to by Townshend, an executive of a chain-hotel organization, who joined our clubcar forum.

"During the last several months," related Townshend, "I have made several swings around our hotel circuit. Every one of our houses that is doing well is headed up by what we have termed 'shirt-sleeve' executives—oldtimers who have been through bad years before, and are wise to the fact that to keep from ordering a supply of red ink, you must work harder than when times are easy.

#### **No More Frockcoats for Management**

"These veterans are not wearing the traditional Boniface frockcoats. Instead, they're putting on an apron and are out in the kitchen plugging up any leaks, and seeing that guests are getting what they pay for. They're checking up on the other service facilities, too, for guests are a little more finicky these days when hotels are not overcrowded."

Hardy, a branch sales manager for a nationally known industrial machinery concern, had taken little part in our clubcar business forum, but he had listened attentively while the others had talked. He was about to take part in the discussion and give us his observations on "shirt-sleeve" executives in the industrial field when our Southwestern special rolled into Louisville, Ky.

Suddenly, Hardy jumped up and started back to his section in the car ahead to assemble his baggage.

"Say, we have been talking so much about 'shirt-sleeve' executives," exclaimed Hardy as he bid us a hurried good-bye, "that I've decided here and now to become one. Instead of passing up Louisville and continuing on to Memphis, as I originally planned, I'm going to stop off and tackle an extra-tough prospect one of my

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men has dug up. I have been writing him 'Nice-Nellie' letters from New York and getting nowhere. Perhaps he's one of these

'shirt-sleeve' boys that we have been discussing, and wants to know whether I'm one. I'll show him, and how."

## Angles on Space Buying

Should Space Buyers Read the Newspapers They Are Considering as Media?

By Robert E. Rinehart

Vice-President, Wm. H. Rankin Company



Blank-Stoller, Inc.

Robert E. Rinehart

**C**ONFRONTED by 2,200 dailies in the United States, he is a courageous buyer of space who dares lay down set rules to dictate the choice of one newspaper over another. Many a space czar doubtless looks at the circulation of the newspapers of a city, and gives the business to the newspaper or newspapers with the larger circulations in the community. Yet buying newspaper space on circulation alone is a great deal as if one were to hire a man by the inches of his height and the pounds of his weight.

To bring about some definite measurements for buying newspaper space, the following is set forth as one man's yardstick:

1. *The circulation of a newspaper in ratio to the population of its territory.*

2. *The line rate in ratio to the*

*circulation.* An advertiser should seek to reach a pair of eyes at the least cost, or, to put it otherwise, reach the most eyes for every dollar spent.

3. *The physical appearance of the newspaper.* Style and orderliness give a face-value estimate of the grasp a newspaper has on itself.

4. *News and editorial contents.* What does the paper print? The proportion of news to features, and what features are used.

5. *Has the newspaper a clearly defined aim and pattern and how well is it expressing it?* To succeed, a newspaper should have both model and purpose consciously determined by the publisher. The space buyer is not so much concerned with the type of newspaper as how intelligently it follows its pattern. It makes no difference whether the kind of newspaper is liked personally by the space buyer. Once it has circulation, it is only necessary to see that the publisher knows why he obtained the circulation, and how to keep his circulation interested.

6. *What factor is a newspaper in the business and civic activity of its community?*

7. *What reputation has it established in its community?*

8. *How effectively has the newspaper impressed itself as an advertising medium in its territory?* Next to circulation, this is the most vital measurement of all. How much has a paper made the small dealer realize its power in supporting and developing his business? There are some half dozen papers in the United States that have done this job so effectively in their

cities and surrounding territories that it would be utterly impossible for a national advertiser to get anywhere in these communities without the use of these key journals. There are other newspapers, just as powerful in circulation, just as intimately bound up with the reading habits and reactions of the community, that are mere home-town boys upon which the dealers of the territory look with no especial awe. To go to a dealer in these communities and tell him that a campaign is scheduled in his best newspaper creates no more impression than a conventional "good morning" from one of his neighbors. Yet these newspapers are actually just as forceful a power, each in its particular community, as the key newspapers mentioned are in theirs.

The difference is that the truly powerful newspapers have impressed dealers and their communities with their advertising force. They have spent money and effort freeing themselves of the handicap of not being fully appreciated by the very people whose daily habits are utterly dependent upon them. These are the newspapers in which advertising space is most valuable. It is modern newspaper building for a newspaper to establish itself in its field as a commercial agent, and make its community realize how important it is, other than merely getting the news of the world and the gossip of the city to the individual reader.

Buying space according to these measurements requires the buyer to see and read the newspaper he is weighing and know something of the people who read it. Well—it's not a bad idea.

### Flxible Appoints Phelps

The Flxible Company, Loudonville, Ohio, Flxible Buick buseb, funeral cars and ambulances, has appointed the Cleveland office of George Harrison Phelps, Inc., advertising agency, to direct its advertising account.

### Death of E. J. Wood

Edward J. Wood, head of the Pacific Coast advertising agency of that name, died recently at San Francisco. He had been active in advertising work in the West for the last twenty-three years.

### A & P Sales Smaller, Tonnage Larger

Sales of The Great Atlantic & Pacific Tea Company for the five weeks ending January 31, were \$97,558,824, against \$104,270,933 for the corresponding five weeks of January, 1930, a decrease of 6.44 per cent.

Although dollar sales were smaller this year, the company reports, due to the continued decline in retail food prices, the actual quantity of goods sold in the January period this year showed a gain of 3.65 per cent over the corresponding period of last year. More goods were sold, the company further states, this January than in any other January in the history of the company. Estimated tonnage during the five-week period in January, 1931, was 510,421, compared with 492,425 last year.

### New Accounts to Ronalds Agency

The Amalgamated Electric Corporation, Ltd., manufacturer of electrical equipment, and the Sangamo Company, Ltd., manufacturer of meters, both of Toronto, have appointed the Toronto office of the Ronalds Advertising Agency, Ltd., to direct their advertising accounts.

### R. B. Laing with New Golf Publication

R. B. Laing, formerly an account executive with the W. S. Kirkpatrick Advertising Agency, Portland, Oreg., has been made editor of *Oregon Golf*, a monthly magazine, the first issue of which will appear in March.

### Has Utility Account

The Minnesota Northern Power Company, public utility operator, has appointed Yarnell-Camp, Inc., Minneapolis advertising agency, to direct its advertising account. Newspapers and magazines will be used throughout the Northwest.

### Joins Vancouver Agency

L. E. C. Manley, formerly an account executive with the Crawford-Harris Advertising Agency, Vancouver, B. C., has joined Benwell-Curran-Atkins, Ltd., advertising agency, also of that city, as a director of the firm.

### Appoints McConnell & Fergusson

Biltmore Hats, Ltd., Guelph, Ont., has appointed the Toronto office of McConnell & Fergusson, Ltd., advertising agency, to direct its advertising account.

### Now de Pauli & Park

Charles A. Park, Jr., has joined James de Pauli, San Francisco advertising agency. The agency will be known as de Pauli & Park and will specialize in the preparation of broadcast advertising programs.



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Mar. 12, 1931

PRINTERS' INK

# NATION'S BUSINESS



W. CLAYTON, V.P.  
Spreckels Companies  
306 Union Bldg.  
San Diego, Calif.

MARCH 1931

CHANGE-YOUR  
GREATEST COMPETITOR

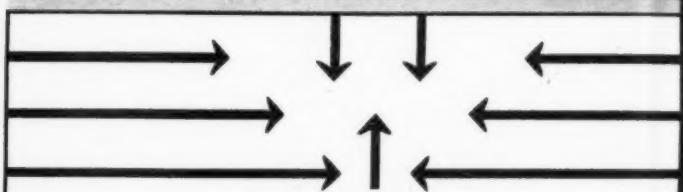
By Raymond W. Boufford

“Nation's Business points out  
the beginning of changes that  
are of vital interest to business.”

W. CLAYTON, *Vice President*  
Spreckels Companies  
San Diego, California



**MAGAZINE**  
*and*  
**NEWSPAPER**  
pages are quickly turned  
from sight



**POSTERS**  
are quickly passed

**RADIO**  
**ADVERTISING**  
is not seen at all

It

*The only perfectly efficient*  
**APPETITE APPEAL**  
and **PACKAGE REPRODUCTION**  
advertising is the  
**STREET CAR CARD**

**I**T rides with the readers  
of all mediums

It is in sight from  
morn 'til night

It is beautifully printed

It is protected against  
sun and rain

It is without distraction

It is very much the lowest in cost  
**\$40** a million riders

*H. R. Barnard*

National Advertising Manager.

**STREET RAILWAYS ADVERTISING CO.**

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## **ON THIS JOB**

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## **OUR COMPETITORS**

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## **COMPLIMENTED US, TOO**

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We've just finished a very difficult printing job — 350,000 broadsides in full color, wanted in a special hurry. This included seven different changes in copy and layout, with 136 plates to be registered . . . . but RUSH!

To insure quick delivery at economical cost and without sacrifice of excellent printing quality it was necessary to print 14 folders at a time on a SINGLE large sheet—70 inches long.

The job was delivered on time, with every detail correct and every cut in perfect register.

Our client was immensely pleased. Some of our competitors agreed with him that they could not have improved upon the results we had attained. Others admitted that they did not have the equipment to handle such an exacting job. They all generously praised our work in every respect.

Finding the most advantageous way and the most economical methods for producing difficult printing jobs is an everyday task with us. Let us show you how we do it on the next one you have.

---

**ISAAC GOLDMANN**

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**▲▲▲COMPANY▲▲▲**

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**FOUNDED 1876**

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**PRINTING OF EVERY DESCRIPTION**

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**80 LAFAYETTE STREET—NEW YORK, N. Y.**

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**▲▲▲TEL. WORTH 2-6080▲▲▲**

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# Vestal Copyright Act Killed in Senate Jam

An Example of How Our Antiquated Rules of Upper House Procedure Hamper Business

By Frederick W. Hume

**THROUGH** the intricacies of our methods of procedure in Federal legislation, the much discussed Vestal Copyright Bill (H. R. 12549), met its demise in the twilight zone of the Seventy-first Congress.

After serious and earnest, and, I believe, conscientious deliberation covering a period of ten years, the revision of our antiquated copyright law failed by virtue of the still existing stupidity of our Senate Rules and Regulations, in reference to which we would refer the reader to the well-known "Manual of the Senate."

It was unfortunate indeed that the enactment of this law could not be brought about at this time because of the fact that the admission of the United States to the International Convention of Berne is prohibited, under its Rules and Regulations, after May 1, 1931. While, true, there was the Convention at Rome in 1928, requiring the endorsement of several countries which ultimately would become a part of the International Convention at Berne, it will take a number of years to bring about a universal understanding of this complicated subject.

As explained in a recent issue of **PRINTERS' INK**, under the caption of "How the Vestal Copyright Act Affects Advertising,"\* this act was far more reaching than just the advertising profession. The question of automatic registration, as well as the divisibility feature, were most vital to all creators of literature, or art, or music of the future.

After long and laborious efforts on the part of all interests, including the authors, the song writers,

graphic arts, printers and labor, the Vestal Copyright Act came nearest to being the most satisfactory measure that had been drafted for the last decade. It classified more clearly than ever before the rights of the creator and the penalties for the plagiarist, innocent or otherwise, and would have cleared up for all time to come the question of an individual's rights throughout the world.

The existing law does not cover the recent scientific developments such as the radio, motion pictures or whatever may develop from television. There is no protection, other than recourse to civil suits, for what damage may be done in the innocent use of an unidentified picture or composition, photograph or print, either domestically used or in foreign countries. The advent of the radio has produced a situation whereby, if a creator of a melody might perchance hear a tune whistled or sung through a microphone, there might be grounds for a civil action, not only against the performer but against the owner of the radio set.

## *An Opening for the "Racketeer"*

All of which opens avenues for what might be called the copyright "racketeer" to sue not only the individual, but the broadcasting medium and the receiver.

Here was a measure debated at great length by all interests concerned in the Patents Committee of both the House of Representatives and the Senate. Amendments by both branches, approved in conference, were submitted to the Senate for final action, devoid of politics or appropriations, only to be caught in the vortex of the well-known filibuster. Entirely unforeseen or expected, the filibuster was taken up in earnest, not by any pre-

\*By Gilbert L. Bailey, member of the Kentucky Bar, and Boyd L. Bailey, member of the New York Bar, in the issue of February 19.

ordained plan on the part of obstructionists, but by Senator Elmer Thomas, Democratic Senator from Medicine Park, Okla. He talked until the very minute of twelve, at which time the gavel of Vice-President Curtis fell, bringing about the dramatic ending of the Seventy-first Congress and putting an end to all hopes of the proponents of the Vestal Copyright Bill, which automatically died at the conclusion of the session of Congress.

To make any prognostications of the future would be futile. It would be necessary to again introduce a similar bill into the House of Representatives in the coming Seventy-second Congress, which convenes December 1, 1931, and repeat again for the third time the same efforts by the varied interests, with no assurance that it would not again become a subject of political manipulation, in spite of the fact that it has no particularly political aspects. It furnishes an outstanding example of how our antiquated laws of the Senate hamper business progress.

### Dorrance Estate Placed at \$200,000,000

According to the New Jersey State Inheritance Tax Department, the estate of the late John T. Dorrance, founder and, at the time of his death, chairman of the board of the Campbell Soup Company, Camden, N. J., is now estimated at more than \$200,000,000. The original appraisal was \$150,000,000. C. A. Lotz, of the Inheritance Tax Department, states that the State tax would be \$30,000,000 and that the Federal inheritance tax would amount to \$7,500,000.

### Millar Agency Appoints O. A. Steller

The Millar Advertising Agency, Inc., Los Angeles, has inaugurated a new department specializing in engineering and industrial accounts. O. A. Steller, previously advertising manager of McEverlast, Inc., Los Angeles paint company, is head of the new department. He was formerly editor of *Concrete*, Chicago.

### "Extension Magazine" Appoints Homer McKee

*Extension Magazine*, Chicago, has appointed the Homer McKee Company, Inc., of that city, as advertising counselor.

### Newark "News" Bequeathed to Scudder Family

Edward W. Scudder, editor of the *Newark Evening News*, succeeds his father, the late Wallace M. Scudder, as publisher of that paper according to the will filed for probate. The will provides that Mr. Scudder's stock in the *Evening News Publishing Company* shall be held in trust for members of the Scudder family by Edward W. Scudder; the widow, Mrs. Gertrude W. Scudder, and the National Newark & Essex Banking Company with the stipulation that the trustees shall vote the stock in accordance with the wishes of Edward W. Scudder.

Charitable bequests totaling \$107,500 and cash bequests of more than \$250,000 are also made in the will, including \$50,000 to the Hospital and Home for Crippled Children and \$50,000 to the Newark Museum Association. Mr. Scudder's stockholdings in the *Newark Call Printing and Publishing Company*, publisher of the *Newark Sunday Call*, are to be equally divided between his two sons, Edward W. and Wallace M., Jr.

### Goodell-Pratt and Millers Falls Tool to Merge

The Goodell-Pratt Company, Greenfield, Mass., and the Millers Falls Company, Millers Falls, Mass., tool manufacturers, are planning to merge. W. W. Bricka, general manager and a director of the Goodell-Pratt Company, will leave that company on March 31. Mr. Bricka, who is an associate of the Ellery A. Baker Company, New York, industrial managers, has managed the Goodell-Pratt company for the last two years and is terminating his services with the merger.

### Now Ingraham, Cooley & Coffin, Inc.

Ingraham-Powers, Inc., publishers' representative, has been re-organized under the name of Ingraham, Cooley & Coffin, Inc. Offices will be maintained at New York, Chicago, Detroit and Syracuse, N. Y. P. B. Ingraham, president, W. O. Cooley, vice-president and E. M. Doyle, secretary-treasurer, will be located at the New York office. H. P. Coffin, vice-president, will make his headquarters at Chicago.

### Join Columbia Broadcasting

Philip F. Whitten and Joseph A. Reid, Jr., have joined the sales department of the Columbia Broadcasting System, Inc., New York. Mr. Whitten was formerly advertising manager of the Dexdale Hosiery Mills, Lansdale, Pa. Mr. Reid was formerly with the Macfadden Publications, Inc., and *Modern Priscilla*.

### Packers Appoint Bisberne

Pfalter Brothers, Chicago, meat packers, have placed their advertising account with the Bisberne Advertising Company, of that city. Business publications will be used.

## Dealer Helps—Should the Dealer Pay or Be Paid?

GENERAL ELECTRIC COMPANY  
ELECTRIC REFRIGERATION DEPARTMENT  
CLEVELAND, OHIO

*Editor of PRINTERS' INK:*

We are interested in securing all the information available on the various policies and practices of manufacturers in charging dealers and distributors for sales promotion material, such as direct mail, dealer helps, window displays, etc.

We would also like to secure all information possible on the policies and practices of manufacturers in connection with co-operative newspaper advertising, that is, local newspaper advertising run under the name of the distributor or dealer. We would like to have all the information possible on the subject of apportioning the cost of such newspaper advertising.

W. J. DAILY,  
Sales Promotion Manager.

A MOST enlightening discussion of the subject of dealer co-operation has recently been published under the title of "Vertical Co-operative Advertising." The author is Lawrence Lockley, the publisher is the McGraw-Hill Book Company, Inc., and the investigation which preceded the writing of the book was done under the auspices of the Association of National Advertisers, Inc.

In this book Mr. Lockley discusses many forms of so-called co-operation, ranging from co-operative dealer advertising to the advertising allowance, a practice which has already become one of the most vicious abuses in the chain of distribution.

Mr. Lockley's investigation bears out the findings made by other writers and research workers; that is, that co-operative advertising frequently isn't co-operative. It is excellent in theory to work out some kind of 50-50 advertising scheme with dealers but very often they do not appreciate the value of the plan and frequently, unless proofs are demanded, they will not run full schedules although they will demand the full sum promised. It is this type of co-operative advertising which has contributed much to the local-national rate discussion that has been waged between national advertisers and

newspaper publishers and has caused considerable confusion in other ways.

A co-operative plan, to be successful, requires close supervision in the first place. In the second place it requires advertising which plays up the dealer as well as the manufacturer. In the third place it requires clever copy writing that will please the dealer and at the same time be effective in its consumer work.

So far as the practice of charging for dealer helps is concerned, it is probably on the increase rather than the decrease. In certain fields, where small units of sale predominate and where the exclusive dealership is a rarity, the manufacturer has little chance of getting away with this type of policy. On the other hand, where the unit of sale is large and where a manufacturer builds a closely controlled exclusive or semi-exclusive dealer organization he can charge for dealer helps and find his dealers willing to pay him.

No company, however, has ever been successful in getting dealers to pay for helps unless the company's salesmen put in many hours of good, solid work showing dealers the value of advertising. No company has succeeded if it went in heavily for what is so aptly called "blah advertising." Dealers are quick to detect the uselessness of such advertising and when it comes to investing cold cash, even though their investment may be comparatively small, they will not spend a cent.

It is an axiom that if you want your dealers to pay for dealer helps you must give them helps that are worth more than they are asked to pay. Some manufacturers, it is true, manage to break even by selling helps at cost. These manufacturers, however, are very careful to see that the helps are highly effective and bring in ten dollars' worth of business for every dollar the dealer invests.—[Ed. PRINTERS' INK.

# Each Agent Pays Fifty Cents a Week for This Co-operative Campaign

As a Means of Urging National Advertising for Insurance, Chicago Group Finances Own Advertising on Unique Basis

**FIFTY** cents a week from each subscribing local agent and \$4 a week from each subscribing general agent pays for the co-operative advertising campaign now being sponsored by the Chicago Association of Life Underwriters. Similar campaigns, financed in the same way, have also been sponsored by the life underwriters' associations of a number of other cities, including New York, Washington and Cleveland.

The plan, originally developed by the Canadian life underwriters' group, calls for a twenty-six-week campaign in newspapers. No signatures other than that of the sponsoring association are used. In other words, the campaign is a purely co-operative venture in life insurance education, all copy being directed squarely at proving the absolute necessity of adequate insurance coverage.

In the Chicago campaign, the newspaper program is supplemented with a weekly radio broadcast feature known as the "Life Insurance True Story Hour." This is devoted to a dramatization of some recent and actual case of how life insurance has proved of benefit to a Chicago family.

This trial co-operative advertising, financed on what might be called the easy payment plan, has been undertaken, **PRINTERS' INK** is told, as a means of proving the value of—and need for—a nationwide program of educational advertising for life insurance—the kind that has been talked about by insurance men for the last five or more years.

"The Chicago association, and we suppose the others as well," says Walt Tower, managing director of that group, "is using what facilities it has to lead the way. The men in the field see a very real need for this particular type of educational advertising in behalf of life insurance. Otherwise they wouldn't go

down in their own pockets, without solicitation from their home offices, and put over such a campaign as we are now running.

"We feel very strongly that advertising of the sort we are running should be carried out on a



## "I'll go to work for You, Mother"

BEHAVE made lovely babies. But, oh, dear! how to tell them of responsibility beyond their strength. It is a tragedy as common as to create for little children—children, among men to fight life's battles, unprepared.

Here are thoughts of the very best of the little figures that urge you to live a proper—this helps the chance or run as usual, for a few words needed copies? Here are some of the plans that may have been made for the education—the hopes, held as happens, for the future?

And here you considered what would

be the face of your life—your girl should not be taken away?

For the babies you deep men to carried on—on the best of children of your children.

On the best, coming back of Life Insurance.

Make your decision today—and protect, with adequate Life Insurance, the future you would wish for those you love.

Any life insurance representative, who is a member of the Chicago Association of Life Underwriters, or any Qualified Life Underwriter, will be pleased to discuss the details with you.

**CHICAGO ASSOCIATION OF LIFE UNDERWRITERS, INC.**

222 West Adams Street, Chicago, Illinois 5124

*One of the Chicago Underwriters' Advertisements—Similar Advertising Is Appearing in Other Cities*

national scale, through the home offices of the various life insurance companies. Rather than wait for that time, however, we are going ahead with the present program, both to check our own beliefs and as a means of proving to these home offices what such advertising can and will do."

Thus the easy payment plan comes to advertising, proving that where the need is strong enough the advertising will be had. Nothing down and 50 cents a week pays for the campaign.

On April 9

## Los Angeles Times

Will Issue a Special  
Section Devoted to

# Electrical Appliances

The Times plans to open the eyes of its readers to that miracle of miracles — Electricity, the Modern Handmaid.

This will be no mere re-hash of conventional trade talk, but a sparkling editorial feature designed primarily to INFORM and INTEREST.

Advance exploitation in The Times will guarantee the very tip-toe of expectancy on the part of Times readers.

The Times vastly exceeds every other Los Angeles newspaper in the number of homes to which delivered. 63% of its families own the premises they occupy. This special section will be the greatest constructive move on behalf of the electric appliance industry ever launched in the two and one-half billion dollar Los Angeles market.

*Eastern Representation: Williams, Lawrence & Cresser Co., 360 N. Michigan Bldg., Chicago, 285 Madison Ave., New York. Pacific Coast Representation: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.*

# SECOND IN CIRCULATION

The publishers' statements to the A. B. C. for the second six months of 1930 have just been released. These show that PICTORIAL REVIEW with a net paid average of

**2,568,760**

has the second largest circulation in its field.

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July, 1930 . 2,453,514

Aug., 1930 . 2,520,498

Sept., 1930 . 2,578,575

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P I C T O R I A L P  
R E V I E W

# LOWEST ADVERTISING COST

Based on these latest figures PICTORIAL REVIEW has the **lowest** line rate per thousand circulation in its field, and the **lowest** black and white page cost per thousand readers of any woman's magazine having a circulation of over 2,000,000.

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Oct., 1930 . 2,601,832

Nov., 1930 . 2,616,254

Dec., 1930 . 2,641,890

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L P I C T O R I A L  
R E V I E W



## In Business for PROFIT

Every business is conducted for profit—but profit is a variable item, affected by many factors. It may be reduced or even wiped out by a minor change in conditions.

The price of profit today is unceasing attention to details that influence economy of operation, reduce office costs, minimize office losses.

Intelligent application and use

of modern office equipment increases profits by eliminating avoidable time losses, increasing office efficiency, cutting costs.

**System** is published for the business man concerned with the effective use of men, time, equipment, and money. Editorially and advertisingly it is devoted to that end—that business may profit and the individual progress.

# System

A MCGRAW-HILL PUBLICATION

Tenth Avenue at 36th St., New York

Boston . Philadelphia . Chicago . Cleveland  
Detroit . St. Louis . Los Angeles . San Francisco



# Court Decisions Adapt the Sherman Act to Changing Conditions

Under the "Rule of Reason" the Courts Are Free to Meet the Requirements of Economic Evolution

By Roy W. Johnson

IT has already been suggested, in the course of these articles,\* that if it really transpires that changed conditions warrant a modification or liberalization of the Sherman Act, the courts can be relied upon to accomplish it through the medium of their interpretation and application of the principle embodied in the statute.

Slow and laborious as this process may seem to the business executive who is used to "getting action" on the basis of what seems expedient from the point of view of his own private interests or those of his particular industry, it is much safer and surer than inviting Congress to play politics with such explosive and inflammatory material, especially on the eve of a Presidential election. What the sons of the wild jackass (with apologies to Senator Moses) might do with a proposal to relax the restrictions on Big Business, or to create exemptions from the operation of the anti-trust laws, had better be left to the imagination.

As I indicated last week, comparatively few business men seem to realize how far the courts have already gone in the direction of modifying and liberalizing the application of the law to existing circumstances. Judges are not dwellers in the regions of some remote Olympus, feeding exclusively upon the ambrosial husks of dry precedents—not even the supernal Nine who sit in the chambered recesses of the Supreme Court.

In spite of their robes of solemn black and their preoccupations with the past, they are still members of society as a going concern, rather

than as a theoretical abstraction, and they are not less sensible than other men of the weight of new combinations of circumstances. If they yield slowly to the pressure of events, they can none the less be trusted to change surely when the facts demand a change in the public interest.

The principle embodied in the Sherman Act has been recognized for centuries, and this particular expression of it has been on the statute books for only forty years. Yet in that time the Supreme Court has so modified and liberalized its own interpretations under the statute to such a degree that many lawyers affirm that the intent of the law has been emasculated, if not absolutely nullified. An advocate of the prominence of Samuel Untermyer, for example, was quoted recently in the *New York Times* as declaring in a public address:

"The Sherman Law has been on the statute books for over forty years. Spasmodic and unequal efforts at enforcement in isolated cases have served only to demonstrate that the powerful offenders against the law are stronger than the courts or the Government."

The full depth and breadth of the Supreme Court's responsiveness to changing conditions in connection with its interpretation of the Sherman Act may be visualized, I think, in the following paragraphs, quoted from decisions rendered sixteen years apart:

In 1904, in the Northern Securities case, the court said:

"This combination is, within the meaning of the act, a 'trust,' or if not, it is a *combination in restraint of trade* . . . and that is enough to bring it under the condemnation of the act. The mere existence of such a combination and the power acquired by the holding company

\*"Do We Really Want the Anti-Trust Laws Overhauled?" February 19, page 17. "Why the Anti-Trust Laws Don't Need Overhauling," February 26, page 77. "Dehorning the Sherman Act," March 5, page 97.

as its trustee, constitute a menace to, and a restraint upon . . . freedom of commerce.

"Is the act to be construed as forbidding every combination or conspiracy in restraint of trade? Or does it embrace only such restraints as are unreasonable in their nature? . . . The act is not limited to restraints . . . that are unreasonable in their nature, but embraces *all* direct restraints imposed by any combination, conspiracy or monopoly. . . .

"Whether the free operation of the normal laws of competition is a wise and wholesome rule for trade and commerce is an economic question which this court need not consider or determine. . . . As in the judgment of Congress the public convenience and the general welfare will be best subserved when the natural laws of competition are left undisturbed . . . that must be for all the end of the matter if this is to remain a government of laws, and not of men."

That was the interpretation given to the law in 1904. But sixteen years later, in the United States Steel Corporation case, we find the same court saying this:

"It [the Sherman Act] is clear in its denunciation of monopolies, and equally clear in its direction that the courts . . . shall prevent and restrain them, but this command is necessarily submissive to the conditions which may exist and the usual powers of a court of equity to adapt its remedies to those conditions. . . ."

The change in the attitude of the courts, and the resulting modification and liberalizing of the statute with respect to its application, is clear enough to need no comment. Had the steel case been brought up in 1904 there is little doubt that the result would have been quite different.

What had happened in the meantime, of course, was that in 1911 the court was confronted with the Standard Oil and American Tobacco Company cases, and with the realization that the statute could not be literally applied without doing far more harm than good. Economic conditions and the surrounding circumstances simply had

to be taken into consideration if the public interest was to be served and not injured.

The result was the establishment of the "rule of reason." "Judgment," said the court, "must in every case be called into play in order to determine whether a particular act is embraced within the statutory classes, and whether if the act is within such classes its nature or effect causes it to be a restraint of trade within the intendment of the act."

The "rule of reason" is a commonplace of ancient history now. It amounted to nothing more or less than a recognition by the Supreme Court that the evolution of business had brought about conditions under which the application of the ancient principle must be modified.

### "Judicial Usurpation"

Yet it is doubtful if any pronouncement of the court since the famous Dred Scott decision caused a greater hullabaloo of protest. Fervent orators railed against this decision, and the court that made it, from one end of the country to the other. The Interstate Commerce Committee of the Senate held protracted hearings, and denounced it as "judicial usurpation." The bitter, triangular Presidential campaign of 1912 was fought over issues largely arising from this decision, such as the recall of judges and judicial decisions by popular referendum.

President Wilson was swept into the White House under a party pledge to "put teeth into" the anti-trust laws. The Clayton Act and the Federal Trade Commission are direct results of the furore aroused by Chief Justice White's meticulous and guarded reasoning, in modification of the literal application of the Sherman Act.

Times have changed since 1912, to be sure. Let's not delude ourselves, however, into believing that because the flames of public hostility toward Big Business have died down, the fire has gone out. Throughout our whole history, with only brief intervals, the first and the last recourse of certain types of politicians has been the

championship of the rights of the "plain people" as against the predatory might of corporate industry. The appeal has not lost its potency, and the race of agitators whose hearts are ready to bleed for the multitude is never extinct.

At the moment it seems imperative that business shall be allowed to get back upon its feet again, and the *motif* is somewhat in abeyance; but to appeal to Congress to modify or relax the legal control over Big Business is only to invite the deluge.

I doubt if anyone can foresee the political results of the present depression. Nobody knows what potential dynamite is now being stored up in the form of popular resentment against a business and financial system which has so signally failed to live up to the claims that were made for it.

It is possible, of course, that everybody will be so glad to get back to work that they will forget the bright promises that have been broken, the prophecies that have failed, the fake optimism that has been preached by the spokesmen for business. On the other hand, it is at least equally possible that they won't. There is considerable risk, I think, in seeking for special favors and dispensations just now, at the hands of a political Congress which can be trusted to wring the utmost of personal advantage out of popular passions and popular prejudices.

It is the contention of these articles that business men can secure at the hands of the courts all the consideration they are entitled to in modification or liberalization of the restrictions of the Sherman Act. If they do not get immediately all that they want, or think they want, they will get as much as (and more than) they can possibly hope for from Congress. If the "rule of reason" is not broad enough to include what seems desirable, there is something the matter either with the proposal itself, or with the ability to convince the court of its reasonableness.

If the proposal to control production by co-operation and agreement is really a reasonable demand in the light of changed conditions,

it ought to be possible to convince intelligent judges of that fact without grave difficulty. It ought to be at least as easy to do this as to convince a majority of Congress—unless, of course, it is to be assumed that the judicial mind is less accessible to pure reasonableness than the minds of politicians.

The attitude of the Supreme Court with respect to such trade association activities as the exchange of statistical information among competitors is indicative, I think, of its responsiveness to economic developments that are really genuine and significant. I quote from an address delivered by Gilbert H. Montague before one of the Bar Associations:

Price fixing agreements and understandings have been so frequent among trade association members and have so often been proved in prosecutions under the Sherman Act that the courts early came to regard with suspicion all trade association activities that furnish opportunity . . . for such arrangements.

Later the Supreme Court reviewed two cases where manufacturers . . . had regularly exchanged and discussed at association meetings information regarding stocks on hand, production, shipments, prices and similar matters. Because of the surrounding circumstances and course of conduct of these manufacturers the Supreme Court held that they had violated the Sherman Act.

Great alarm was expressed by many trade associations and by Secretary of Commerce Hoover lest the Department of Justice, on the strength of these decisions, regard as violative of the Sherman Act any exchange whatsoever through trade associations of statistical information of this character.

In June, 1925, in two other association cases, the Supreme Court held that exchange of statistical information of this character was not in itself a violation. . . . Conceding that "the dissemination of pertinent information concerning any trade or business tends to stabilize that trade and business and to produce uniformity of price and trade practice," the Supreme Court held that "the natural effect of the acquisition of wider and more scientific knowledge of business conditions, on the minds of the individuals engaged in commerce, and its consequent effect in stabilizing production and price can hardly be deemed a restraint of commerce, or if so, it cannot, we think, be said to be an unreasonable restraint or in any respect unlawful."

It is hard to imagine the court using any such language in the day

of the Northern Securities decision. Indeed there is some doubt, I think, if the court would then have tolerated the mere existence of a trade association in the modern sense of the term, and certainly the exchange among competitors of pertinent information as to prices, production and stocks on hand would have been damned without hesitation.

Modification and liberalization of the Sherman Act, in its application to actual economic conditions, has been going on continuously in the courts, especially since the great upheaval of 1911. And the point is that the courts are now free, under the rule of reason, to go as much farther as may be advisable

and necessary in order to keep abreast of economic evolution.

They are free, that is, except for certain minor and arbitrary restrictions in the pestiferous Clayton Act, such as the provisions concerning interlocking directorates and the distinction between acquiring the stock and acquiring the assets of competing corporations.

It is not at all likely, of course, that the courts will please everybody, or that they will always act with the promptness that expediency seems to demand. On the other hand, the most that we can hope for from the Congressional Santa Claus is a new set of arbitrary restrictions, framed according to political exigencies.

## Helping Salesmen Sell the Invisible

**M**ATTHEW LUCKIESH, of Nela Park, though his friends tell how he shrinks at publicity, seems to be getting much in the public prints recently. Many of the stories of the late Charles B. Steinmetz's unusual methods of work are now being repeated about this brilliant young scientist who spends more than \$1,000,000 a year in the laboratory to develop new ideas in lighting.

Former trombone player, gold prospector and brilliant scientist, he is now engaged in proving to hard-headed business men that sunlight is inefficient for our modern world, that his daylight Mazda Lamp, sunlamps and others are far superior.

It is not only difficult for the layman to grasp the tremendous strides which are being made in lighting, but the salesmen from the many jobbing offices have had a problem to sell merchandise the performance of which cannot be seen. Ultra-violet rays are invisible. The longing of those who buy to see how the thing works has finally been satisfied and by the same man who has developed the new lamp. For Luckiesh in his laboratory has worked out a unique sales help for jobbers' salesmen and dealers. It is called the U-V indicator and it makes it possible to compare ultra-violet

sources, to inspect transmitting glasses and to perform other tasks. The customer who simply looks through the eye-piece of the indicator and lets sunlight or radiation from a General Electric sunlamp fall upon a glass-covered slit on one side of it, sees a G-E monogram against the background of bright blue. If a piece of window glass is interposed the blue field becomes much darker. This, the salesman explains, is because of the absorption of radiation by the window glass. Many complex methods for detecting this difference in radiation are available for laboratory use but they are unsuitable for demonstrating to the general public.

This new indicator converts invisible ultra-violet radiation into visible radiation by means of fluorescence. The ultra-violet passes freely through a piece of dark glass which is opaque to visible radiation and produces a deep blue in another piece of special glass behind the dark glass.

The indicator developed in the laboratory is a mottled, dark brown, molded Bakelite instrument only three inches long and is furnished in a plush-lined metal case covered with imitation leather. Jobbers and dealers are given full directions for its use in a folder and they are sold at \$3 apiece by the sales promotion department.

N. W. W. W.



*Local Display  
Leaders in Advertising Lineage for 1930*

*New York Times  
Detroit News  
Chicago Tribune  
Washington Star*

## The Washington (D.C.) Star Achieves \* Another and Most Important Distinction

For the year 1930 The Star carried MORE LINES of LOCAL DISPLAY advertising than ANY OTHER NEWSPAPER IN THE COUNTRY.

Nobody knows the advertising strength of a medium as intimately as does the local merchant; and while this leadership indicates The Star's supremacy at home—it also demonstrates that the Washington Market is notably responsive to advertising.

\*The Star was fourth in the United States in total lineage of all classifications.

You cover the Washington Market completely with one medium and at one economical cost when you use The Star—Evening and Sunday.

## The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

New York Office:  
Dan A. Carroll  
110 E. 42nd Street

Member  
The 100,000 Group  
of American Cities

Chicago Office:  
J. E. Lutz  
Lake Michigan Bldg.



# Berliner Tageblatt

und Handelzeitung  
Berlin, Germany

## Germany's Most Influential Paper

International in scope and the strongest  
reflector of German Finance and Trade

**Publishes Morning, Evening and Sunday Editions**



**REICHSTAG AT BERLIN**

*Courtesy of German Tourist  
Information Office.*

### **Affiliated Publications:**

*Handelzeitung* (Commercial Journal),  
published with every edition of the  
Tageblatt.

*Der Welt Spiegel* (World Mirror), roto-  
gravure published every Sunday.

*Technische Rundschau* (Engineering),  
rotogravure.

*Berliner Tageblatt Monthlies*, English,  
German and Spanish editions.

*Die Waerre* (Journal of Heat and Steam  
Power).



# ANNOUNCING

the appointment of

**MR. RICHARD T. MARQUART**

as Representative for the  
United States and Canada  
of the

**BERLINER TAGEBLATT**

und Handelszeitung (Commercial Journal)

and

**Affiliated  
Publications**

Representative's Office:

**415 Lexington Avenue  
New York, N. Y.**



**BERLIN BOURSE**

*Courtesy of German Tourist  
Information Office.*

# "LA PRENSA"

of Buenos Aires

## Maintains Display Leadership

Statistics showing the total volume of display advertising published during January, 1931, by the two leading morning newspapers of Buenos Aires show "La Prensa" again in the lead.

The results:

"La Prensa" . . . . .	57,372 column centimeters
2nd Paper . . . . .	52,771 column centimeters
"La Prensa's" lead . .	4,601 column centimeters

In analyzing these figures, it is well to remember that during the month of January "La Prensa" still had a seven column as against the eight column page for the second paper, which, all things being equal, would tend to favor the second paper.

**First** in circulation, lineage, prestige and every other journalistic and advertising division, "La Prensa" should have first consideration for your advertising in the Argentine.

## LA PRENSA

OF BUENOS AIRES

"SOUTH AMERICA'S GREATEST NEWSPAPER"

JOSHUA B. POWERS, INC.

INTERNATIONAL PUBLISHERS' REPRESENTATIVES

250 Park Avenue, New York

14 Cockspur St.  
London

22 Rue Royale  
Paris

39 Unter den Linden  
Berlin

616 Ave R Saenz Peña  
Buenos Aires



# A Banker Turns Copy Writer

His Efforts Stand Out for Their Warmth of Understanding of Other People's Problems

SO sincerely does Michael J. Ryan, president of the Girard Avenue Title & Trust Company, Philadelphia, feel the urge to talk to his fellow men that the desire has resulted in his bank starting its first newspaper campaign. The copy is written by Mr. Ryan, who admits his efforts may be homely. He is content, however, that his messages deal in common sense, a commodity which, he feels, is greatly needed in Philadelphia.

His reference to Philadelphia is too confining. If bankers in other communities took up a similar effort, it would help to do away with the impression that bankers are cold-blooded. It would emphasize the interest that they take in their neighbors' troubles, whether the misfortune be poor business, unemployment or inability to meet debts.

Mr. Ryan's messages are given in straight text, no fancy layouts and no startling headlines. One advertisement takes for its text a speech of the great Philadelphia merchant, Stephen Girard. It was made 100 years ago at a time when his city faced a crisis. His speech of five words was: "How much do you sympathize?"

That speech infers the text for today, says Mr. Ryan, the copy writer. As to the present crisis here is what Mr. Ryan has to say:

It is a terrible reflection upon our industrial and economic system that the "Bread Lines" are forming in our cities and that worthy and willing workers are dependent upon private charity for existence and life.

The Lord be praised that there are those who are giving lavishly from their abundance. But let us all hope that some plan may be evolved to prevent the recurrence of such a crisis.

Does Mr. Ryan, the banker, like some leaders in his business, think that one way out of our difficulties is to cut wages? Emphatically no. His plan of first aid to the injured recommends the following:

Buy what you need and can pay

for, whether for personal adornment or the making of the Home comfortable.

Give employment to and pay immediately the artisans who will improve your real estate.

Do not reduce your working force—use the "stagger system" if necessary to keep all employed.

Do not lower wages—take smaller profits.

While Mr. Ryan has heard frequent reports of plans for huge construction projects with their consequent employment, he seems to have grown impatient of talk without action. The depression has hit the masses and he believes it is from the masses that recovery will spring. Let each one do his bit. So we have bank copy as follows:

While waiting for "Hog Island" and the new "Custom House" and the dozen other projects, real or visionary, to be commenced in a future near or remote—"Live Horse and you'll eat grass"—let every one of us start the Wheels of Prosperity turning by giving work immediately to the neighborhood Carpenter, Paperhanger, Plumber, Gardener, Painter, etc.—and pay as soon as the work is done.

There are more than 400,000 homes in Philadelphia and its suburbs. If one out of ten householders acts as suggested, what a change in conditions would at once result.

Will the Newspapers help by opening a new "Society Page" and set forth that the "Mr. and Mrs. So-and-So's" are having spring painting done, or new bathroom fixtures installed, or Carpenters making repairs, or Gardeners cleaning up, or rooms being newly papered? It would be a return to the good old "simple life" days of *real news*, which made the Country Paper so interesting.

Again to emphasize how much human appeal a banker can put into his copy if he is aroused to a situation sufficiently to forego his time-honored ostracism of anything suggestive of heart throbs, we have Mr. Ryan talking very unlike a banker as popularly conceived:

"Around the corner" from the richest or the humblest among us is some "brother in distress"—a neighbor—an old friend—a former employee—or a relative—whom each

of us can aid in some practical and immediate way at once and without diminution by "overheads" and salaries.

"There I go, but for the grace of God," said a Lord Chief Justice of England looking at an unfortunate.

Riches and place and power are often the result of luck or accident.

It is difficult to reconcile such a message as coming from a banker. Mr. Ryan admits that what he is doing and saying is contrary to "organized opinion." Nevertheless, he is certain of its soundness because what he has to say is written from his experiences as a man. He is sure his messages will meet with the approval of many.

Mr. Ryan's small bank has not advertised before because he feels it cannot boast of gigantic assets. Nor does he feel that he or his staff know it all, so he discounts advertisements which would imply that they can tell business men how to run their businesses.

The present campaign is born of

an idea that is unselfish in conception. Maybe because of this fact, perhaps in spite of it, the campaign is sound business sense.

In this campaign a small institution records itself in step with far-sighted management which sees it has obligations to workers as well as capital. Mr. Ryan's statement that he has become strongly converted to old-age pensions and insurance against unemployment, he fears, might lead to the conclusion that he is "something of a crank." Such a conclusion, he believes, would be right and probably offers the best explanation he can give for his variance from the usual and ordinary in bank advertising.

So be it then. The wish is that this viewpoint of a small banker might spread and work its way up into the circles of large banking interests. It will yield more than good advertising copy, though that is a desirable advantage in itself.

## Interludes on Exhibition

FOR the attention of critics who contend that the development of American art is stultified by the demands and monetary awards of business, there is an exhibition now on display of the non-commercial work of artists whose talents, as expressed in American advertising, are helping to raise public appreciation of art to a higher level. This exhibition, sponsored by N. W. Ayer & Son, Inc., is now being shown at the Ayer Galleries in Philadelphia and will continue until April.

Thirty-five artists are represented with eighty paintings and drawings. Aptly, the exhibit has been named "Holiday." It is a review of what artists have done on vacation, on rambling week-

ends or in some brief interlude from the demand to paint after other men's tastes. The artist finds relaxation from art in art. Each exhibit is evidence of the artist seeking stimulation by letting fancy run free across the canvas.

In this and other similar exhibitions, business gives recognition to the importance of free expression in the life of the artist. Encouragement is given to restless imagination, to the urge to break away from established forms and styles, to the quest for fresh

new methods. Such encouragement, as the "Holiday" catalog states, "makes of the man himself a finer artist. It adds strength and also vigor to his more orthodox work."



Mar. 12, 1931

Mar. 12, 1931

PRINTERS' INK

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# Boy Preference

**B**OYS in their teens rapidly acquire strong preferences for this product and that. And these boys discuss the merits of competing products, not only with their families, but among themselves. As with older groups, the opinions of boy leaders carry conviction to their associates.

BOYS' LIFE covers the Scout field. Scouting develops leadership and Scouts really are leaders.\*

BOYS' LIFE circulation is concentrated among boy leaders\* with consequent widespread influence.

\* Folder giving substantiating facts sent upon request.

**FRED ESAU, 16 years old, Junior in Tenafly, N. J. High School is an actual and typical reader of Boys' Life—**



## BOYS' LIFE

2 PARK AVENUE NEW YORK

CHICAGO

3 W. WASHINGTON ST.

BOSTON

OLD SOUTH BUILDING

BLANCHARD, NICHOLS, COLEMAN

LOS ANGELES \* SAN FRANCISCO SEATTLE

## Slogan Verification Service

—TELEGRAM—  
WHITMAN, MASS.

Editor of PRINTERS' INK:

Please wire collect whether you have following slogan registered relative to plug fuse, "Shows Instantly When Blown." Thanks.

ROYAL ELECTRIC COMPANY.

**T**HE phrase "Shows Instantly When Blown" has not been registered in the PRINTERS' INK Clearing House of Advertised Phrases.

New slogans are being added to the record each week. Approximately 6,000 are arranged in such a manner that it is possible for PRINTER' INK to verify the originality of specific slogans. There is no charge for the service and readers are invited to write for information about slogans that come up for consideration as well as to register slogans that are adopted.—  
[Ed. PRINTERS' INK.]

## Death of Morris P. Joachim

Morris P. Joachim, a pioneer in the field of art and music newspaper advertising and associated with the New York *Herald Tribune*, New York, died at Brooklyn last week. Thirty-five years ago he presented to the executives of the then New York *Tribune* an idea which he had conceived while at school of developing the advertising of music in newspapers and was assigned the work of selling this type of advertising. Prior to that time, advertising by music teachers, music schools and related institutions had been confined to business publications. When the *Tribune* and the *Herald* merged in 1924, Mr. Joachim was placed in charge of music and art advertising.

Two years ago on the appearance of the *Herald Tribune's* twenty-fifth annual music edition, which he founded, he was presented with a silver plaque by other members of the *Herald Tribune's* advertising department in recognition of his services. Mr. Joachim was sixty-one years old.

## Appoints Churchill-Hall

The General Bottle Cap Corporation, New York, sanitary paper caps for milk bottles, has appointed Churchill-Hall, Inc., advertising agency of that city, to direct its advertising account.

## Joins Ingalls Agency

J. Raymond Miniter, formerly with the Harry M. Frost Company, Inc., Boston advertising agency, has joined Ingalls-Advertising, also of that city, as an account executive.

## Southern Outdoor Groups Elect Officers

A joint convention of the Outdoor Advertising Associations of North Carolina, South Carolina and Virginia was held recently at Charlotte, N. C. Newly elected officers of the North Carolina Outdoor Advertising Association are C. C. Foster, president and national director; E. Donahue, secretary and treasurer; and Sherwood Upchurch, C. C. Wright and J. C. Hogan, directors.

The South Carolina Advertising Association elected J. B. Seignious, president; I. M. Bryan, vice-president; George C. Warner, secretary; Dr. Jack M. Young, treasurer; E. H. DeCamp, State director, and L. H. Cary, national director.

Officers elected by the Virginia Outdoor Advertising Association are: C. C. Wright, president; Gus Dull, vice-president; E. W. Lemay, secretary and national director, and John Hughes and H. E. Fick, directors.

## Appoints Grant & Wadsworth

Louis Wechsler, New York, wholesale distributor of carpets and rugs, has appointed Grant & Wadsworth, Inc., advertising agency of that city, to direct his advertising account. Magazines and business papers will be used.

## J. P. Munn, Jr., Joins Weisbrot & Calver

John Pier Munn, Jr., formerly with Lord & Thomas and Logan, Inc., has joined Weisbrot & Calver, New York, producers of direct mail, as a partner. The company will be known hereafter as Weisbrot, Calver & Munn.

## Appoints Glicksman Agency

Rossmann-Clemons, Inc., New York, operator of a chain of men's clothing and apparel stores in the Middle West, has appointed the Glicksman Advertising Company, Inc., New York, to direct its advertising account. Newspapers will be used.

## Now Taylor-Darby, Inc.

The Zettervall-Taylor Company, Portland, Oreg., direct-mail advertising, has changed its name to Taylor-Darby, Inc. Robert S. Taylor and Herbert J. Darby continue to head the company.

## New Account to Dreher

The Norwalk Vault Company, Plainfield, N. J., concrete burial vaults, has appointed Monroe F. Dreher, Inc., Newark, N. J., advertising agency, to direct its advertising account.

## Joins Rose Agency

Milton Rubel, formerly with the Gundlach Advertising Company, Chicago, has joined the Edward William Rose Company, advertising agency of that city.

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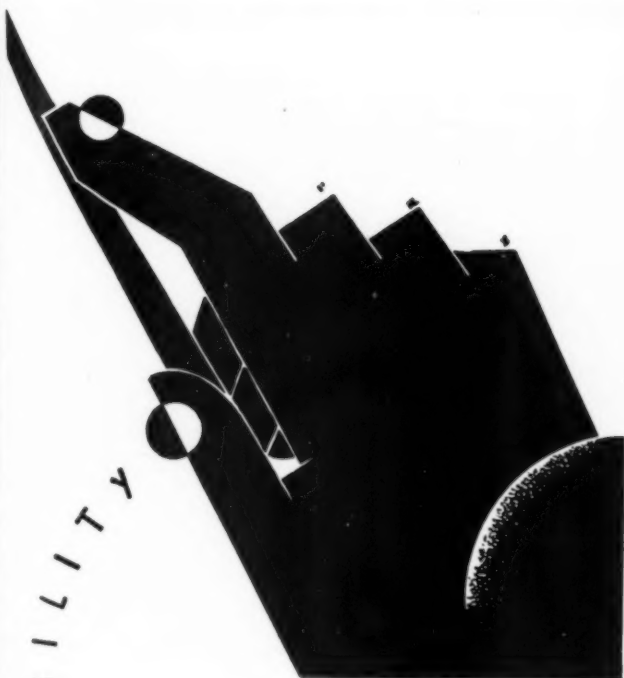
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**A**BILITY is the prime requisite to performance. The will to do represents desire—nothing more; and if unbridled, courts disaster. Ability determines the result. When linked with Thoroughness, Character and Co-operation, it completes the chain without which there can be no lasting accomplishment. Ability is made up of talent and experience, and experience frequently counts for more than talent. Experience furnishes direction and control and thus gives Ability the scope it requires. Ability is not a commodity to be accurately gauged by a single experiment, but is an acquired quality of cumulative power, gaining in value from day to day. In business relations, Ability ranks high and discretion dictates that Ability be an established fact, well in advance of actual operation. Without Ability, men, institutions and plans are foredoomed to failure.

**McGRATH ENGRAVING CORPORATION**

PHOTO ENGRAVERS • ELECTROLYTIC HALFTONES • 509 S. FRANKLIN ST., CHICAGO

*"This year agency space buyers and national advertising executives are unusually keen for knowledge of your line-age figures."—From a recent letter by Editor and Publisher.*

## Here you are Gentlemen!

	JOURNAL-TRANSCRIPT	Second Paper
NATIONAL . . . . .	1,824,952	1,553,094
FIRST IN NATIONAL!		
CLASSIFIED . . . . .	1,711,570	1,635,881
FIRST IN CLASSIFIED!		
FOOD . . . . .	971,761	937,216
FIRST IN FOODS!		
AUTO . . . . .	358,167	327,885
FIRST IN AUTO!		
RADIO . . . . .	375,754	275,335
FIRST IN RADIO!		

The Journal-Transcript in 1930 was **FIRST** in 18 out of 27 classifications.

**Concentrate in the Journal-Transcript**

***In Peoria—You need no other!***

CHAS. H. EDDY CO., National Representatives

CHICAGO  
Wrigley Bldg.

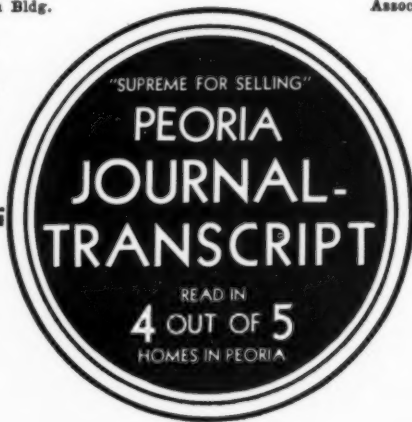
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# Private Brands—Their Significance to National Advertisers

Increasing Strength of Private Brands Is Due to the Chains, But the Latter Are Able to Present Reasons Why—Twenty-first Article of the Chain-Store Series

By M. M. Zimmerman

THE growth and popular acceptance of private brands is foremost today in the thought and attention of every manufacturer of the nationally advertised specialties. It is a problem of special significance to those manufacturers who have spent years of time and millions of dollars in building up consumer acceptance on their brands.

What is the status of the private brand today? What effect has chain growth had on the private brand? How do some of the large chain-store executives, voluntary chains and jobbers, express themselves on the present and future of the private brand? What are some of the national advertisers doing to curb the private-brand growth?

There is no question that chains, voluntary chains and jobbers are selling private brands in substantial volume. Some have developed a sale of their brands which totals from 25 per cent to 40 per cent of their volume. Only 25 per cent of A & P's \$1,100,000,000 volume represents manufacturers' brands. Through their own advertising and constant harping on price and value, these chains do not find it so difficult to persuade many consumers to change from the national to the private brand. The national advertiser, therefore, who believes that he can stave off the steady growth of the private brand merely by increasing his advertising appropriation, is going to waste considerable money. He must develop other means to combat it. He must create a plan to win greater distribution accep-

tance from the dealer, in the same manner that he has in the past won acceptance of his product from the consumer. Forcing dealer distribution through consumer acceptance alone, without the full co-

That's exactly what A & P means to—make it easy for you to choose the coffee you like best from a wide range of the world's finest coffees.

Among them are often you a choice of three special blends—Eight O'Clock, Red Circle and Bokaar, which you cannot get anywhere else. Then, for our own blend, developed during seventy-one years of coffee experience.

Isn't that by using these coffees why they are preferred by the greatest number of all coffee drinkers. Isn't that why, when it's coffee time, not just, but just you!

So easy to suit your taste—with one of the world's BEST COFFEES

Why we say "This coffee was the best in the line, no matter what it costs."

Coffee Satisfaction is secured by A & P Coffee Service.

... The Coffee is one year. True. Freshly Roasted ... Carefully Ground and a Bokaar ensuring satisfaction so here is made your coffee even better.

**COFFEE SERVICE**

A & P Is Featuring Its Own Brands of Coffee in a Special Newspaper Campaign

operation of all the distributive forces, is difficult and unprofitable.

Advertisers are finally beginning to realize that the retailer must play a more important part in their sales and advertising programs than he has in the past. The quicker they find a way to protect the dealer's margin of profit, the sooner will they be able to halt the spread of the private brand—and when we say advertising and sales program, we are not

referring to the usual form of dealer co-operation the manufacturer now hands out.

Price-cutting is the primary cause for the growth of the private brand. The practice started with department stores some forty years ago, was taken up by the chains and developed to such a high degree that it has become deep-rooted in our system of retailing.

Chain-store growth is really responsible for the exceptional development of the private brand. Before chains became a factor in retailing, the private brand was mostly considered a local institution and was confined to but few fields. The department store was then the exponent of the private brand and was featuring a number of its own brands, in the textile and dry goods line. The drug field was taking to the private brand, and substituting its own proprietary brands for many of the well-known advertised proprietary products, because the department stores were using the advertised brands as special cut-price leaders. It was, however, chain growth and expansion that influenced the general development of the private brand in the field of retailing.

In the textile and dry goods fields chain growth also developed the private brand to a considerable degree. It is because of this unusual private-brand development that many products in this field have never been nationalized. It was the chains' mass buying advantage that practically forced the manufacturer to produce his products under the chains' own brands and according to their own specifications. Thus, many brands that normally would have been nationalized never reached the national market for the reason that a number of manufacturers either confined themselves exclusively to selling the chain, or sold the chain a major part of their output, which limited their production for national distribution. Practically the same condition has prevailed in the clothing, haberdashery, shoe and several of the other retail fields.

The mail-order houses have been influencing factors in further

spreading the growth of the private brand. From inception, they have featured largely their own products, manufactured to their own specifications. Since entering the chain field and with the opening of a number of stores from

## It Had to be a Good Tire to Succeed Like This—

For years ago the ALLSTATE tire was known. Today you can get it in any store sold at retail to an ALLSTATE. An advertisement copyrighted by the factory.

However, ALLSTATE is a good, reliable, low-price tire that you can get in any store. You can get it in any store. You can get it in any store. You can get it in any store.

It is easy to understand why ALLSTATE is so good. It was designed especially for the country's heaviest equipment and the heaviest use. It was designed for the country's heaviest equipment and the heaviest use.

It is made especially for the heavy use. It is made especially for the heavy use. It is made especially for the heavy use. It is made especially for the heavy use.



# ALLSTATE

Just Read These ALLSTATE Prices  
and you will see why ALLSTATE is so good.  
Size 16 x 6.50 \$12.00  
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**ST. PAUL** annually spends  
**\$11,080,210**  
**FOR CLOTHING**

... of this amount  
readers of the Dispatch spend  
**\$10,291,350**

In 1930 the  
**Dispatch-Pioneer Press published**  
**2,146,984 LINES**  
**OF CLOTHING ADVERTISING**

(Men's and Women's Apparel, Shoes and Credit Clothing—  
Exclusive of General Chain Stores and Department Stores.)

Nearly a Million Lines More Than the Other St. Paul Paper

Here is a great clothing market and an opportunity to cover  
it at one low cost. Place your advertising in the Dispatch-  
Pioneer Press. 91% of St. Paul's English-reading families  
take the Dispatch.

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS  
**ST. PAUL DISPATCH**  
MEMBERS OF THE 100,000 GROUP OF AMERICAN CITIES  
**ST. PAUL PIONEER PRESS**  
EXCLUSIVE ASSOCIATED PRESS SERVICE IN ST. PAUL

is sufficient to offset the chains' persuasive influences of low price, and "just-as-good" claims in this battle of brands. They seem to forget that the chain has still a greater advantage; besides its price appeal it can and does duplicate the tactics of the national advertiser, resorting to the same logical arguments in favor of its own brand as the national advertiser.

As one chain puts it, "Our company uses the daily newspapers in the same manner as the national advertiser. If you have noticed our advertising, we feature the well-known brands along with our own and offer them at cut-rate prices. With the number of stores we have and with our volume we can with modesty be classed as a national institution. Our buying power is greater than that of many of the largest national advertisers—yes, and even our resources are greater.

"It is true that we feature our private brand at a price. We actually show the consumer that she can save money by buying it, but we never try to force her to buy it. If a customer insists on the advertised brand, she gets it. But when she asks for the price of a can of fruit, coffee or vegetables, we take down two cans—one is our own brand—and place them in front of her. We never tell the customer ours is best. She has already noticed the prices, and the cost difference. We tell her to take it home, and if she doesn't like it after she has tried it, to return it.

"You'd be surprised what the price and guarantee appeal means to the woman buyer. She may believe the branded product superior because she hears of its virtues and qualities extolled in her favorite magazines or newspapers, through glowing descriptions, beautiful illustrations—all of which have helped to impress her with the advertiser's message of quality, superiority, flavor or texture of the advertised brand, but when she sees an opportunity to save on her purchase, her shopping instincts overcome any prejudices she may have against the unknown brand. We realize the value and importance

of advertising and its appeal to the consumer, but when Mrs. Housewife can buy a similar brand from a reputable store with the assurance that if it isn't good, the product may be brought back and money returned, usually the battle ends in favor of the private brand."

Many chains, voluntary chains and jobber organizations, express themselves rather freely against the power of the national brand to continue to maintain its leadership. One of the large chain executives stated, "In regard to private brands, our own experience is most gratifying. Our own brands, with one exception, increased in sales tremendously in 1930 over 1929. It is our opinion that private-label merchandise, attractively labeled and displayed, can be sold to advantage as well as nationally advertised competitive merchandise. This has been our experience."

Another chain that has made remarkable progress in the sale of its private brands, where the nationally advertised brand has been its chief competitor, stated that the increase in its private-label business was not brought about by any neglect of the nationally advertised brand, but through the consumers' preference. This chain store claims that it was the consumer who, ever ready to appreciate comparative value, was responsible for the unusual increase in its private-label merchandise during the last year.

#### **Private Brand His Only Protection**

Another chain asserts the private brand is making such inroads because the line of profitless items in the grocery field is increasing to such an extent that the balance of the line cannot carry the load and the distributor must do something for self-protection. His only protection is the private brand, which at least assures him his margin of profit.

Voluntary chains in particular have become forceful exponents of the private brand. One voluntary chain jobber who in the past has had no private label, and who has preferred to specialize in the well-known brands, claims that it is the national advertiser's policy to force

# ELECTRICITY

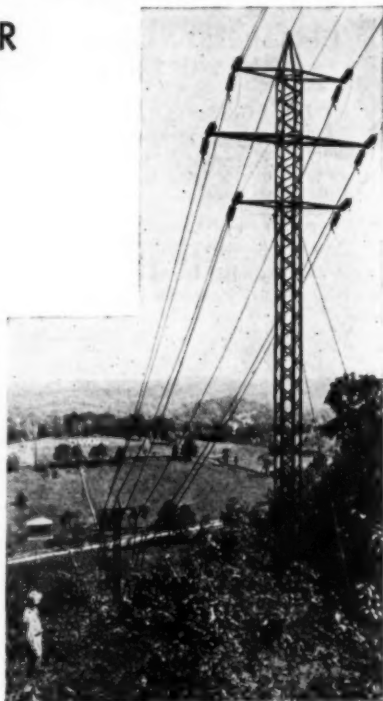
## EMANCIPATOR of the SMALL TOWNS and VILLAGES

IN  
GRIT  
HOMES

88% have  
Electricity

51% have  
Electric Washers

40% have  
Electric Sweepers



**W**HEN more light is wanted, the modern small town housewife snaps switches instead of trimming lampwicks. On wash-day, she merely turns a button to set a giant hand at scrubbing the family linen. Never more will she know the tortures of heating ugly flatirons over a red hot stove.

The new leisure provided by mechanical hands and feet has enabled small town wives and mothers to keep in touch with the world of new ideas, styles and methods.

Over four hundred and twenty thousand of these modern-minded small town families

depend on GRIT to bring them the significant news of the week. Whether you sell through retail outlets or direct, GRIT will establish your merchandise in this great market at low cost.

Today, small towns are as up to date, as well serviced and just as responsive to progressive ideas as large cities. For proof, see the "Marketing Survey of 29 Typical Small Towns." Copy free on request.



Read Every Week by Over 423,000 Families  
in 14,000 Small Towns

Member A. B. C.

Williamsport, Pa.

# 425,000 LINE GAIN

## THE LARGEST NATIONAL ADVERTISING GAIN OF ANY DAILY NEWSPAPER IN AMERICA

**T**HE ROCHESTER EVENING JOURNAL gained 425,000 lines of national advertising in 1930. According to available records, this was the largest national gain of any newspaper in America—a remarkable record, particularly in a subnormal year.

Here are total national figures for all Rochester papers (national automotive and national financial included):

**EVENING JOURNAL** ..... 425,871 lines GAIN  
An unduplicated circulation at a single cost.

\***EVENING TIMES UNION**..... 323,430 lines LOSS

\***MORNING DEMOCRAT-CHRONICLE**.. 173,347 lines GAIN

\*Sold to national advertisers at compulsory combination rate during 1930

This record was made possible by a most representative group of national advertisers who placed copy in the **ROCHESTER EVENING JOURNAL**. Among this group were:

- |                               |                              |
|-------------------------------|------------------------------|
| General Electric Refrigerator | **Ralston Whole Wheat Cereal |
| Frigidaire                    | Shredded Wheat               |
| Kelvinator                    | **Best Foods Mayonnaise      |
| Universal Vacuum Cleaner      | **Er-Ro-Day Salad Aid        |
| **Hood Galoshes               | Ivanhoe Mayonnaise           |
| Congoleum Rugs                | Jack Frost Cane Sugar        |
| Wear Ever Aluminum            | Lea & Perrins Sauce          |
| Bond Bread                    | **Libby's Pickles            |
| Gold Medal Flour              | Sugar Institute              |
| Hostess Cake                  | Worcester Salt               |
| National Biscuit Co.          | **Chateau Cheese             |
| Pillsbury Flour               | Froy Joy Ice Cream           |
| Wonder Bread                  | Pabst-ette Cheese            |
| Beech Nut Coffee              | Trocs Nut Margarine          |
| Boscul Coffee                 | **Fly Tox                    |
| Canada Dry                    | **Blue Ribbon Malt Extract   |
| **La Touraine Coffee          | **Puritan Malt               |
| Lipton's Tea                  | **Gorton's Products          |
| Salada Tea                    | **Swift & Co.                |
| Tetley Tea                    | Climalene                    |
| **Toddy                       | Gold Dust                    |
| **Veteran Brand Coffee        | **Kitchen Klenzer            |
| White House Coffee            | Octagon Soap Products        |
| Kellogg Corn Flakes           | Rinso                        |
| **Malted Cereal               | Mueller's Products           |
| **Post Toasties Corn Flakes   |                              |

\*\*Used Journal exclusively.

ASK THE BOONE MAN

# ROCHESTER JOURNAL

Represented Nationally by the Rodney E. Boone Organization

the sale of his products through advertising. For the reason that the advertised lines have become unprofitable, many distributors are compelled to turn to the ownership of the private brand.

"Not only are nationally advertised products unprofitable to the independent, but to the chain-store systems as well," he stated, "and the fact that they are being sold cheaply by all, means that they have lost their drawing power as trade getters. The ill-will toward these nationally advertised products on the part of the dealer and the fact that jobbers are now able to do their own advertising and have the support of the retail dealer, makes it an easier matter to introduce and sell the other quality merchandise," are the further views of this jobber. This jobber, who is a leader in the wholesale field, claims that the time is not far distant when a great number of jobbers and retailers will be pushing one and the same brand of merchandise, and that materializing, whatever label is selected as their own, will naturally become national in scope.

"We believe," he concluded, "the manufacturers of nationally advertised products have followed the plan of forced selling through advertising too long, and that they will eventually rue the day of forcing the distribution of their products at the expense of others."

"Time after time," another jobber stated, "I have thrown out of the retail store nationally advertised merchandise and replaced it with unknown brands and then increased the volume on these new brands. At the same time, I release myself from the high pressure plans made by the national advertiser who is trying to force sales, which usually leaves me with an overstock, which in turn often neutralizes all the profits I have made."

The operating official of another voluntary chain which controls a very substantial volume of sales through over 800 specially selected independent merchants in the Middle West, was asked if he saw any real advantages in stressing the promotion of the private brand.

"Yes," he answered. "We control the product. It is our own. We know that every one of our dealers sells it and makes a profit. That is one thing the national advertiser has not been able to do for us—give us the profit we are entitled to for the service we render. Two years ago 25 per cent of our total volume was done on our own brands. Last year we increased it 10 per cent. This year it will be another 10 per cent and from the way our private brand has taken with the consumer, we feel confident that before long the bulk of our business will be done on our own brands."

"We can give you numerous instances where we are buying from the largest manufacturers of food products in the United States, items put up under our own brands, cheaper than they will sell their own nationally advertised brands. We say to these national advertisers, 'Eliminate the part you set aside for advertising. We don't want it and we don't need it.' And we get it because the manufacturers want our business. We have established our private brand through our own co-operative advertising with our members. Each month we mail 100,000 copies of our own trade paper to the homes of our member customers. In this little paper we go direct to the housewife with an educational campaign, telling her about foods and about the items appearing under our own brand that are to be found in all our member stores."

The views of this voluntary chain operator represent the general trend of opinion that seems to prevail among such chains. The voluntary chain looms as one of the powerful forces that may be destined to play a very important part in food distribution.

Menaced with the growing number of private brands, the advertiser is bound to face a constantly lessening increase in sales, unless proper defense methods are taken. The situation is more serious than it appears. Within the last year we have seen several of the country's largest jobbers, and the leading voluntary chain which alone controls a sales volume of over

\$500,000,000 in food products, enter the field of national advertising. If they are successful—and there is no reason why they should not be—then you have a picture that does not augur so well for the advertiser who is dependent on these outlets to maintain his volume.

Let us take the New England market—a small section of our country, with a population of over 7,000,000 consumers. According to Lewis C. Shave, president of Nation Wide Stores, eight companies control better than 50 per cent of all the available food business. The balance of the business is in the hands of from 250 to 600 wholesale distributors, depending on the nature of the products. With 50 per cent of this business in the hands of the distributors whose leanings are toward the private brand and who are now engaged in featuring their own brands, how long will it be before the New England market may become extremely limited so far as national products are concerned?

What are some of the methods used by national advertisers to combat the private brand? The majority of them are not doing anything. In fact, many are encouraging its growth. As previously stated, price-cutting is the primary cause for the growth of the private brand. Yet, many manufacturers still continue to encourage price-cutting, simply because they see in it immediate extra business. In nearly every case chain-store executives place the responsibility for this on the national advertiser. A chain-store executive of importance in the food field, because of the number of stores he operates, stated: "We have found very few manufacturers who voice disapproval of our price-cutting on their lines. In fact, they seem inclined to enjoy such procedure as it inevitably increases sales volume on their products. In publicity issued by some manufacturers from time to time, they profess to be exercised over such a policy, but that, no doubt, is their method of soothing the injured feeling of another class of patronage who object to such procedure."

Some national advertisers are fighting the private brand by producing their own private brands. One manufacturer claims he has found it very profitable because through such procedure he not only is able to increase volume, but has a strong entering wedge for his national brand in the outlets he could otherwise not have sold. Another large manufacturer is trying to meet the private brand by reducing the price on his national brand so low that it will not pay the distributor to buy the private brand. The weakness of this plan, however, is that his product being nationally advertised, still remains in the leader class, and will continue to be featured as a cut-price special, with the result that the profit is either reduced or is entirely eliminated through loss leader selling.

Is there any solution to the problem of the private brand? Yes—eliminate price-cutting. The national advertiser must first take the necessary steps to discourage the use of his product to be sold at a price cut, or loss leader special. He must develop other forms of co-operation. A national issue must be made of the evils of price-cutting, but not through legislative measures. No form of legislation can be devised that will cure price-cutting. If a law is ever passed legalizing price fixing, then it surely will add to the problems of the national brand—and private brands will thrive more than ever.

Pressure against price-cutting must be brought through educational means, to eliminate it from our present system of distribution. If we can do away with price-cutting, only then will every distributor, whether chain or independent, be sure of his margin of profit on every sale he makes and private brands will grow less on the shelves of both the chain and the independent.

#### New Account to Addison Vars

The Kane Manufacturing Company, Kane, Pa., Venetian Blinds and Rustless Screens, has appointed the Buffalo office of Addison Vars, Inc., advertising agency, to direct its advertising account.

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# The Stationery of the Successful



## Genuine Engraved Letterheads



*Look for this Mark of Genuine  
Engraving when you order Letterheads,  
Business Cards or Announcements*

ENGRAVED STATIONERY MANUFACTURERS ASSOCIATION



## Basic English—the New Language

HOUSEHOLD FINANCE CORPORATION  
CHICAGO

Editor of PRINTERS' INK:

In the Schoolmaster's column in your issue of February 19, there is an article about the Orthological Institute at Cambridge, England. The Schoolmaster writes that this institute has compiled 850 basic words in English.

Is it possible to secure from you a list of these 850 words? If you do not have them, where may I secure them?

MAC HARLAN,  
Advertising Director.

THE letter printed above is typical of many received from subscribers interested in the Schoolmaster's Classroom item and even more telephone calls on the same subject. This great interest indicates that men who deal with words realize the importance of a new auxiliary language that it has taken over ten years to develop. The group that has been working on this subject has finally evolved a list of 850 words, occupying about three-quarters of the space on the back of an ordinary sheet of a business letterhead. They have been scientifically selected to form an international auxiliary language for all those who do not already speak English. It may take a foreigner two years or more to memorize 15,000 English words before he can understand any particular 1,000. But this list of words, with the rules that go with them, enables a stranger to English to read it after two or three days, and to write Basic English after two or three weeks.

A study of these words, their background and their proper use, is naturally of great interest to all men engaged in selling merchandise by means of the printed word because the list is worked out primarily for the reader's benefit. If it enables foreigners to read within a few days, such a list obviously makes reading very clear and eliminates obscurities and ambiguities. As the compilers of this list say in the introduction to their book, "The effect will be that of idiomatic English with no literary pre-

tentions, but clear and precise at the level for which it is designed."

The average man on the street is said to have a vocabulary of almost 10,000 words. Four thousand words are used in President Wilson's State papers. Seven thousand are used by a Japanese diplomat. It is said that a writer like Craigie or a Salzedo uses 250,000 words.

It is perfectly obvious, therefore, that the compilers of Basic English have made a start not only for an international auxiliary language, but eventually, perhaps, for the universal language of the world. It is not an artificial language. It does not use phonetic spelling. It is what it purports to be, a carefully selected list of simple, understandable words used according to definite rules laid down by its compilers.

Anyone in the advertising, publishing and manufacturing business who wishes to pursue the subject further may secure from the Orthological Institute at 10, King's Parade, Cambridge, England, the book "Basic English" which will be sent by post for 75 cents.

Men facing the problem of making themselves understood to the masses of people will find this book of peculiar interest and extremely thought-provoking in its suggestions.—[Ed. PRINTERS' INK.]

### Star Products to Seaver Brinkman

Star Products, Inc., Cleveland, manufacturer of automotive valve parts, has appointed The Seaver Brinkman Company, Cleveland advertising agency, to direct its advertising account. Business papers and direct mail will be used.

### G. B. Ewing with "The Financial World"

Gordon B. Ewing has joined the advertising staff of *The Financial World*, New York. He was at one time with the McGraw-Hill Publishing Company and for the last nine years has conducted his own advertising business at Providence, R. I.

The Ciba Company, Inc., United States representative for the Society of Chemical Industry in Basle, Switzerland, has appointed Evans, Nye & Harmon Inc., New York advertising agency, to direct the advertising of Ciba Dyes and of its chemicals branch. Advertising of the Ciba pharmaceutical branch is being handled direct by the company.

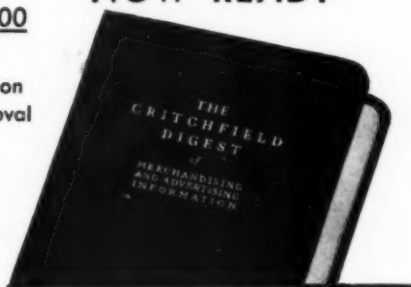


# THE CRITCHFIELD DIGEST NEW 1931 EDITION

NOW READY

\$2<sup>00</sup>

Sent on  
Approval



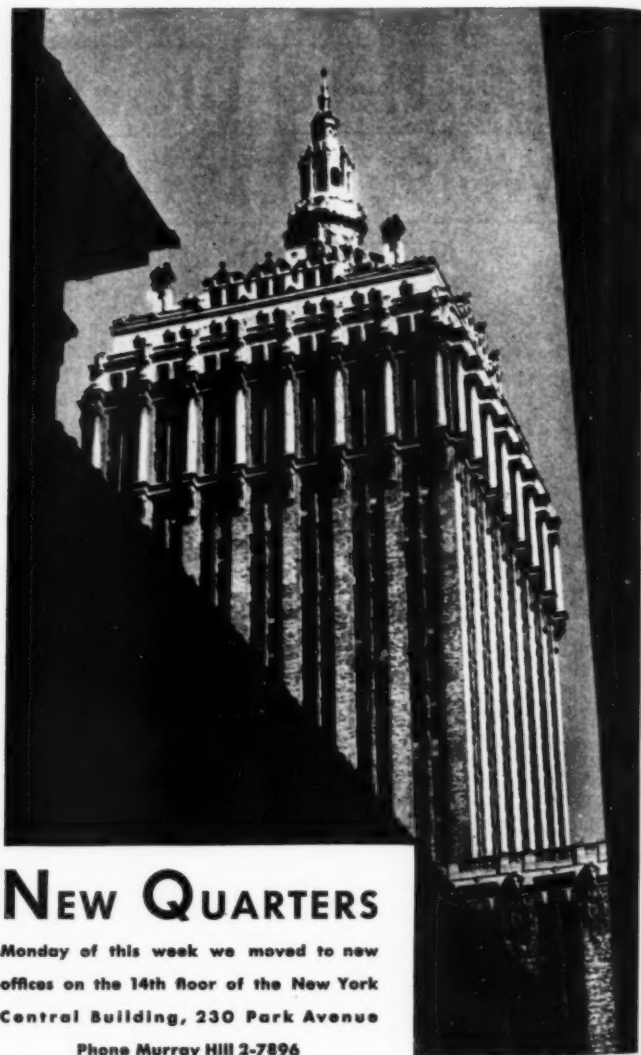
## MARKETS AND MEDIA IN POCKET SIZE

The amount of information within this little book is a revelation. Here are rates on newspapers in 1390 cities—with 1930 census figures, number of passenger cars, banks, auto agencies, department stores, grocery stores, furniture, hardware stores, character of industries, etc. Information every sales and advertising executive should have on instant notice.

Also complete list of rotogravure newspapers, all general magazines, agricultural and trade papers with circulation, column size, halftone screen requirements, line and page rates, closing dates and dates of issue. And, latest radio data, stations in all states, with operating power and evening time rates.

Convenient size, 3½x5¼ inches—630 pages—easy to carry in pocket or brief case. Flexibly bound, gold stamped and gold edged. Price \$2.00. Gladly sent on approval.

**CRITCHFIELD & COMPANY**  
ADVERTISING  
14 East Jackson Boulevard, Chicago, Illinois



## NEW QUARTERS

Monday of this week we moved to new  
offices on the 14th floor of the New York  
Central Building, 230 Park Avenue

Phone Murray Hill 2-7896

*Erving Tullman*

# Cecil, Warwick & Cecil

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# Chain Grocers Told to Change Attitude Toward National Brands

Accused of Being Cause of Short Profit and Advised Not to Row Against Stream of Consumer Preference

By H. H. Lestico

RETAILERS and manufacturers are merely agencies of service to producers and consumers. They cannot continue at logger-heads and serve the best economic needs of the country. Offering private labels in competition to national brands that are already accepted and wanted is merely doubting the necessary effort and multiplying your cost of selling.

The place for private labels is on that very large percentage of your merchandise not in direct competition with national brands. Public preference is already so strongly established on these leading sellers that it cannot be exceeded without a laid-down cost greater than you are now paying for known merchandise. With \$1.45 quoted against \$1.65 you have a false profit when it costs 20 cents a dozen to equal the same rate of sale and 20 cents more to keep it going.

Newspaper and magazine advertising working as a sales powerhouse has saturated the consumer mind with a preference for certain brands that will not be denied. The people will have what they want and if the chain stores don't give it to them some more scientific system of retailing will. It is retail suicide in this age of consumer intelligence to offer the public brands of unknown stability with the claim that they are "just as good" as the nationally advertised standards.

There are some 150 nationally advertised lines in food and these form the backbone of the grocery business as far as the consumer is concerned. A grocery store without a solid background of these familiar labels is at best, a makeshift for the truth in the composite eye of the nation. The values of

these national brands have been taught to the people of America for the last twenty to 100 years through the intelligent expenditure of hundreds of millions in sound and solid advertising. The truth of this advertising has been proved billions of times through repeated purchase and satisfactory use by the public.

Time—tradition—the period of years of advertising repetition is the essence of the consumer's preference for national brands. The people are convinced. The actual intrinsic values of these products have reached the deep-seated depths of the nation's understanding. Repetition and constancy have made the American housewife national brand conscious. You cannot rock the solidity of this sub-conscious foundation with your single-handed effort.

The national advertiser protects the millions invested in his label with rigid and scientific uniformity which satisfies the exacting demands of your customers' expectancy. He looks beyond the retailer into the consumer's kitchen, accepting full responsibility for the contents of the container. That quality is the customer's "gold-standard" in that commodity. Even if the fatherless quality of bootleg brands was as good, which it seldom is, the customer won't believe it.

I want to ask, "Who cut-priced the profit out of the nationally advertised lines?" The manufacturer didn't do it. The solo grocer didn't do it, for he did not possess the price. You used the hammer until it got hot. Each time the manufacturer yielded he awakened the next morning to find the reduction in two-inch headlines. His sales force faced the gnashing teeth of a snarling army of independent grocers. The worth of his label was being torn from its high point

From a speech delivered at the annual convention of the Western States Chain Grocers' Association.

of prestige. His national banner was being dragged in the maelstrom of turbulent price-cutting and you were tossing your profits out the window.

You wouldn't keep the margin when you earned it. Now you say there is no profit in national brands. If there is no profit left, you sold it out and it is up to you to put it back where it belongs.

What would happen if the manufacturer gave you another 10 per cent? Tomorrow morning it would be out of existence—gone forever and the manufacturer's investment would continue to suffer serious consequences. You want national manufacturers to furnish their merchandise which is already sold, at the same prices you can buy bootleg brands that have no market standing whatsoever.

As I analyze the subject I get the very positive reaction that the reason retailers fall for private labels is because they do not understand advertising. The fact that chain grocers do not comprehend advertising is an open book once or twice each week in the daily newspapers. I am making no exceptions as the condition exists in every chain in the United States. It's a disgrace to advertising.

Take the whole general run of the advertisements, and they are utterly void of anything that can be called reader interest. Pages of costly space literally filled with a sameness of price listings that are as monotonous as the ticking of a clock. One after another they are captioned with some school boy prattle about price that sounds like an infant tooting its horn. Chains are signing their names to page after page telling the whole world that they don't understand the true possibilities of utilizing advertising space. The chain grocers of the United States spend over \$1,000,000 a week for space of tremendous potentialities and comparatively, they spend a few hundred dollars for the brains that write the copy to fill the space. So long as chains value their own copy so lightly it is reasonable to assume that they do not place much real value upon the established worth in national labels.

Although intangible, public opinion rules supreme in every phase of human existence. The same national opinion that elects presidents selects groceries, automobiles, clothing or stage favorites. The degree of influence for a certain brand registered upon the public mind, marks the dollar-and-cents value of the label. Sales resistance has been increasing through the depression and the continued salability of nationally branded goods certainly proves the legitimacy of merchandise with a pedigree. I don't have to ask you how much private label merchandise grocers have been forced to lop-off below cost in the last ninety days. I am fully conversant with the fact that many annual inventories are fairly bulging with brands unsalable at a profit. National brands are available for at least 35 per cent of the average grocery stock and very conservatively speaking, over 65 per cent of the people prefer that merchandise to all other brands.

Criticism to be constructive must provide a remedy. Now for the test; Add 10 per cent to the present ridiculously low prices of the leading nationally advertised lines of canned fruits. Put the same effort and expense behind them that you require for your competing private labels. You'll get your answer in positive results in dollars and cents. If the combined chains would throw the weight of their million-a-week advertising appropriation intelligently behind merchandise the public wants to buy they would rock distribution to its core.

The brands that are being offered to continued price appeal are in many instances causing customers to become more and more dissatisfied with the service obtainable. Their confidence is being steadily lowered as they are reluctantly influenced away from their preferences. Stock a formidable array of the brands they want to buy and a renewed satisfaction with their purchases will obtain immediately. They are sick of price-cutting, too. They know values and will be pleased to pay the worth of what they want.

12, 1931

Mar. 12, 1931

PRINTERS' INK

109



## THE SIMPERS COMPANY ADVERTISING

announces its organization  
and the opening of offices  
occupying the thirtieth floor  
of the

### LEWIS TOWER

Fifteenth & Locust Streets

### PHILADELPHIA

Its clientele comprises

AUTOGIRO COMPANY OF AMERICA

HORACE E. DODGE BOAT & PLANE CORPORATION

INDIVIDUAL (DIXIE) DRINKING CUP CO., INC.

JENTER EXHIBITS, INC.

McLANAHAN & STONE CORPORATION

PITCAIRN AIRCRAFT INCORPORATED

Prior to publication of the next telephone book, The Simperts Company will not be listed.

Please note the number—Pennypacker 6331.

## An Exclusive ADVERTISING Opportunity!

**T**HERE is available for this season's use, the **ONLY** painted bulletin board in Navin Field, Detroit Baseball Park.

### LOCATION:

Directly in the heart of the score board.

### SIZE:

23 feet high x 32 feet wide.

### CIRCULATION:

Over 1,050,000 people per season, seated for at least **TWO HOURS**, before the copy on this bulletin.

You can talk to this audience **ALONE, EXCLUSIVELY**, without competition. We know of **no ONE** medium to thoroughly impress so large a sport-loving, spending public with the merits of **YOUR PRODUCT**, as this one.

Write or wire for price and full particulars

**JACOBS BROS.**  
367 Ellicott St.  
BUFFALO, N. Y.

## Tells Stockholders of Radio Campaign

Twelve weekly broadcasts over a chain of fifty-one stations will be used in a radio campaign which has been started by the Simmons Company. Details of the campaign are made the subject of a letter sent to stockholders by Z. G. Simmons, president, who announces that two new products, the Slumber King box spring and the Slumber King mattress, will be featured. A leaflet giving the dates, the hour and the stations to be used also was sent stockholders for their convenience in following the program and in calling the event to the attention of their friends.

Each broadcast presents an operatic star whose radio performance will be accompanied by an orchestra from the New York Metropolitan Opera House.

Mr. Simmons also announces that the company's magazine and newspaper advertising will feature the results of an investigation on "sleep" which has been conducted by the Mellon Institute.

## New Lipstick Is Advertised

Nellie Ellison, Inc., Milwaukee, manufacturer of cosmetics, has appointed Advertisers' Service, Inc., Milwaukee, to direct its advertising account. A test sampling campaign using small copy in local Wisconsin newspapers is being conducted for a new lipstick. A campaign is planned later using newspapers in the larger cities of the Middle West.

The Thatcher Laboratories, Milwaukee, has started a campaign on an astringent. Advertisers' Service, Inc., is also directing this campaign.

## New Business at Augusta, Ga.

W. D. O'Donoghue, formerly advertising manager of the Foremost Dairy Products, Inc., Jacksonville, Fla., has established his own advertising business at Augusta, Ga. He will specialize in the advertising and merchandising of food products.

## Joins Philadelphia Printer

J. Weldon Meade, Jr., has joined the Harper Printing Company, Philadelphia, as vice-president in charge of sales. He was formerly with The Franklin Printing Company and the Marcus-Mayer Company, both of Philadelphia, and the Art Gravure Company, New York.

## B. K. Rankin Heads Nashville Bank

B. Kirk Rankin, publisher of the *Southern Agriculturist*, Nashville, Tenn., has been elected president of the Fourth and First National Bank, of that city.

## With Seattle "Times"

Harry Pearson, formerly with the Daken Advertising Agency, Inc., Seattle, has joined the promotion department of the *Seattle Times*.

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## E. J. Heimer Starts Own Business

E. J. Heimer, for twelve years sales manager of the Barrett-Cravens Company, Chicago, has started his own business at that city, with offices at 225 North Michigan Avenue. He will specialize in sales through manufacturers' representatives and will, in addition, handle industrial advertising accounts.

## E. F. Alden Joins Porter-Eastman Agency

Edgar F. Alden, for many years with the H. W. Kastor & Sons Company, Inc., Chicago, has joined the Porter-Eastman Company, advertising agency of that city, as vice-president and account executive.

## Death of Brown Joyce

Brown Joyce, vice-president, general sales manager and a director of The Wallace Barnes Company, Bristol, Conn., died last week at the age of forty. He was at one time with the New York office of the American Steel and Wire Company.

## J. C. Kelly Heads Tucker Agency

John C. Kelly has been elected president of The Tucker Agency, Inc., New York. M. A. Mullen and Frank J. Herel have been re-elected treasurer and secretary, respectively.

## Shingle Account to Bredemeier

The Art Stained Shingle Company, Buffalo, N. Y., has appointed the Henry E. Bredemeier Advertising Agency, of that city, to direct its advertising account. Newspapers will be used east of Buffalo.

## S. D. R. Smith with "System"

S. D. R. Smith, formerly Detroit manager of *Business Week* and, before that, Western manager of *Business*, has been appointed Western manager of *System*, New York. He will make his headquarters at Chicago.

## Joins Smith-Patterson-Allen

Lester Olin has joined the staff of Smith-Patterson-Allen, Inc., Hartford, Conn., advertising agency. He is the son of the late Charles F. Olin, for many years advertising manager of the New Departure Manufacturing Company.

## E. R. Harris with Bechtold & Powell

Edison R. Harris, formerly with The Izzard Company, Seattle, has joined Bechtold & Powell and Associates, Portland, Oreg., advertising agency, as a copy writer.

## Can You Sell Your Product Through the Filling and Service Station Field?

Over 25,264 owners and managers of filling and service stations are subscribers to The Gasoline Retailer. Their cultivation is essential if you would have your product properly distributed through this growing field. Write for the facts.

**25,264 NET PAID**

Owner and Manager Subscribers

## The Gasoline Retailer

the weekly tabloid trade newspaper of the gasoline and oil distributor.

**54 West 74th Street  
New York City**

## 60% INCREASE for RETAILING

In January of this year RETAILING carried 60 per cent more advertising of store equipment, supplies and services than in January, 1930.

Publications B, C and D carried 22 per cent, 40 per cent and 64 per cent less.

RETAILING carried 20 per cent more of such advertising than the other three publications combined.

Advertising Department

## RETAILING

A Fairchild Publication

8 EAST 13th ST., NEW YORK

## Sales and Advertising Executive Available

Experienced in the advertising, sales and merchandising of food and drug products with large manufacturers in those fields.

### Experience includes:

Two years as a retailer  
Dealer House Organs  
Salesman House Organs  
Manager of Salesmen and District Managers  
National Magazine and Newspaper Advertising  
Direct Mail Advertising  
Copy Writing  
Radio Advertising  
Sales Promotion with Chain Stores

A man who has developed many successful sales-making promotion plans.

Because of a change in management, available for a new connection with an agency or manufacturer. Now located in New York City.

Address "T," Box 295, Printers' Ink

## salesmen

full time or part time  
in all parts of the country  
to sell on commission

## VINTNERS

concentrated

Champagne, Sparkling Burgundy, Burgundy, Chablis, Sauterne, Claret, and Rhine Grapes

Nationally Advertised  
Customer's Satisfaction  
Guaranteed

Sold only in accordance with all Federal and State Prohibition Laws. A real opportunity for a good salesman to build a business that pyramids rapidly.

WRITE TO

**ALEX D. SHAW & CO.**

Importers since 1881

15 Moore Street, New York

Applicants in New York will be interviewed personally without appointment between 1 and 2 P.M. daily except Saturday.

## One Way Advertising Salesmen Can Help

"YOU let publishers' representatives take up too much of your time," said the president of a leading food concern to his new advertising incumbent.

He replied: "I learn something of value for my work from each one of them, and if I don't show results because of the time spent with them within the next six months, I'll be willing to hand in my resignation."

And this is how this particular advertising man obviated the necessity of resigning. He had previously made it a point to request representatives who called on him to ask for his product by name at all hotels where they dined. Because he had done this systematically, even before the president had doubted the value of the time spent in interviews, he now supplemented his previous requests by asking them to send him menus mentioning his product as proof of their asking for it. To his delight it was only a short time afterward that menus actually containing the name of his food began to come in from all parts of the country.

He waited until quite a stack of these accumulated before he laid them on his president's desk. In returning these, the president said: "Jones, I was wrong; you must have made a warm friend of every man who has ever called upon you, and the good this menu mention of our product has accomplished can hardly be estimated in dollars-and-cents value."

## Lawrence Mitchell Joins N. Frederick Foote

Lawrence Mitchell, for ten years with the Julius Mathews Special Agency, Boston, has joined the Boston office of N. Frederick Foote & Associates, publishers' representatives.

## Opens Buffalo Studio

Francis B. Valentine, formerly with the New York office of Batten, Barton, Durstine & Osborn, has opened an advertising art studio at 207 Vermont Street, Buffalo, N. Y.



## Linweave Distributors Elect

At the annual convention of The Linweave Association, held recently at New York, the following officers were elected: President, J. W. Zimmerman, The Standard Paper Company, Cincinnati; vice-president, Noble Gillette, Chicago Paper Company, Chicago; secretary-treasurer, J. H. Brewer, Storrs & Bement Company, Boston. Max Greenbaum, Beekman Paper and Card Company, Inc., New York, was elected to the executive committee representing District No. 1.

E. V. Johnson, general manager of the United States Envelope Company, presided. Fred A. Williams, Linweave manager, was in charge of the sales, advertising and promotion sessions. An increase of 212 per cent in the number of consumer advertisements was announced. More consumer magazines will be used this year, with a schedule of advertisements extending practically throughout every month of the year.

## Form Export Fibreboard Case Association

The Export Fibreboard Case Association has been formed by a number of manufacturers in the fibreboard shipping case business to foster the use and acceptance of fibreboard shipping cases in export trade. The association has designed a trade-mark to be affixed to each case made for export by manufacturers belonging to the association. H. L. Stilwell, packaging engineer, heads the newly organized association as managing director.

## A. H. Onthank with National Service Company

A. Heath Onthank, formerly Western manager of the marketing division of the International Magazine Company, Inc., Chicago, has been appointed vice-president of the National Service Company, Washington, D. C., publisher of books and magazines. He was at one time chief of the Domestic Commerce Division of the United States Department of Commerce.

## Appoint Walworth and Wormser

Walworth and Wormser, New York, have been appointed Eastern advertising and editorial representatives of *Advertising Outdoors*, *Outdoor Advertising Association News* and the *Butchers' and Packers' Gazette*, all of Chicago.

## New Account for Ullman

J. E. Rhoades & Sons, Philadelphia, have appointed Roland G. E. Ullman, advertising agency of that city, to direct the advertising of their leather belting. Business papers will be used.

## Appoints Boston Agency

The National Fire Protection Association, Boston, has appointed Harold Cabot & Company, Inc., advertising agency of that city, as its advertising counsel.

# ADVERTISING

ITS ECONOMICS, PHILOSOPHY & TECHNIQUE

**By Herbert W. Hess, Ph.D.**

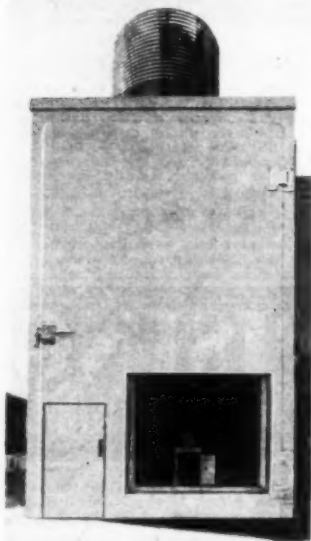
*Head of Merchandising Department, Wharton School of Finance and Commerce, University of Pennsylvania*

This book solves today's advertising problems and anticipates the advertising of tomorrow. It gives the scientific basis and complete plans for productive and efficient advertising campaigns from the preliminary study of the product to the finished advertisement, showing how to get maximum returns from a minimum expenditure. The enormous sum of money—now estimated in the billions—spent in advertising each year makes imperative a fuller understanding of advertising economics and technique not only by advertising managers and agents, but also by business executives and sales managers. 516 pages, 92 illustrations, 5 plates in color, charts and diagrams. \$5.00.

**J.B. LIPPINCOTT COMPANY**

## A Store Housed Within Its Own Product

IT sometimes happens that the public turns a "cold shoulder" upon a retailer's wares, but it is seldom that a distributor presents an icy exterior to the passing public. That, however, is literally what Judson C. Burns, Philadelphia distributor of General Electric refrigerators, is doing. He is selling refrigerators from a store that



is itself a refrigerator. The building which houses the new store is a replica of the General Electric refrigerator, even to the monitor top.

The illusion that is so carefully created on the outside is not lost within the store. The decorative scheme is carried out in glistening white and light green, to represent the spotless interior of a refrigerator. The only detail that has been ignored is the temperature, which necessarily will be kept above that of a properly functioning G. E. refrigerator.

## Reports Failure of Sales Tax as Revenue Producer

Results from the operation of the sales tax levied by the State of Kentucky are reviewed in a report issued by the National Chain Store Association. The report is based on an investigation of tax returns by an accounting service in conjunction with the staff of the Kentucky State Tax Commission.

After allowable deduction for credits covered in the tax measure, gross revenue obtained is reported to be \$65,656 from 16,374 stores which sent in returns. The average tax paid by 11,037 stores, whose reports show that they are liable for tax payments, is \$5.90.

The tax calls for a multiplying rate which starts at one-twentieth of one per cent on gross sales up to \$400,000 a year and reaching one per cent on annual sales of \$1,000,000 or more. The returns, according to the association, reveal the failure of the sales tax to provide revenue to the State.

## W. B. Cragin to Direct Cloverdale Spring Sales

W. B. Cragin, formerly merchandising counselor of the Gardner Advertising Company, New York, is now general sales manager of the Cloverdale Spring Company, Baltimore. Previously he was Eastern division sales manager of B. T. Babbitt, Inc., and assistant general sales manager of The Borden Company, Inc., both of New York.

## New Business at Portland, Oreg.

Mary Pentland, formerly with the Portland, Oreg., office of the Botsford-Constantine Company, Pacific Coast advertising agency, has opened her own advertising business at that city with offices at 500 Henry Building.

## Clinton Woods Joins Dreschler-Peard

Clinton Woods, formerly president of Quality Standards, Inc., New York, has joined The Dreschler-Peard Company, Baltimore advertising agency. More recently he has been engaged in advertising agency work at New York.

## L. M. Clegg, Vice-President, Thompson Products

Lee M. Clegg has been appointed vice-president in charge of sales of Thompson Products, Inc., Cleveland, maker of Thompson motor car valves pistons, etc. He was appointed sales manager of the company in 1927.

## Joins Glicksman Agency

Leon S. Goldberg, formerly with the Sherman Stores Company, Cleveland, and the Carter Clothing Company, New York, has joined the Glicksman Advertising Company, Inc., New York advertising agency, as an account executive.

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# To Printers' Ink Subscribers

IF one of your associ-  
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PRINTERS' INK, don't get  
sore at him. It will be  
your own fault if he con-  
tinues to take it . . . . .

Just hand him the  
Coupon below



PRINTERS' INK, 185 Madison Ave., N.Y.C.

Gentlemen:

Please enter my subscription to PRINTERS' INK. Send  
invoice for \$3.00 to cover a year's copies.

Name \_\_\_\_\_

Company \_\_\_\_\_ (position) \_\_\_\_\_

Street \_\_\_\_\_

City & State \_\_\_\_\_

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Russell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHland 4-6500. President  
and Secretary, J. I. ROMER, Vice-President,  
R. W. LAWRENCE, Treasurer, DAVID MARCUS,  
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street.  
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street.  
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street.  
A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;  
quarter page, \$33.75; one-inch minimum, \$10.50;  
Classified, 75 cents a line, minimum order \$3.75.

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C. B. LARRABEE, Associate Editor  
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Frederic Read  
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, MARCH 12, 1931

## Goats Left— Sheep Right

"Some great cause," said James Russell Lowell, "parts the goats upon the left hand and the sheep upon the right." The great cause that requires this separation today is our step-by-step emergence from an economic crisis. In every field of industry the leaders of the next two years are in the making, as they plan ahead. Particularly is this true in a part of industry which has so great an opportunity to help along the present recovery that it assumes paramount importance.

The *American Machinist*, which made a survey in 1925, has just completed a similar survey of the metal-working equipment of the machine shops of the country. It reveals the fact that 48 per cent of the metal-working equipment now

in place is at least ten years old and out of date.

*Textile World*, in commenting upon this survey, points out that despite the fact that there has been more noteworthy development in machine tools during the last five years than in any other similar period in history, the percentage of machines now in operation which should be discarded is higher than it was five years ago. The latter publication also states that there are some manufacturers who, even if presented with new equipment, could not compete and that the sooner they pass out of the picture the better.

But the majority of companies which have gone through the test of the last ten years, in the textile industry particularly, could now utilize more efficient plants. "It is up to them," says the *Textile World*, "to consider the condition of their plants as a whole and to lay plans covering the next several years for their rehabilitation as quickly and as completely as it can be arranged financially."

The cost of materials is low today. It is a good time to buy machinery now. And in the textile field, the metal-working equipment field, and other fields where machinery can be bought and installed with the use of effective long-term credit, the net results to the country as a whole of buying now would be tremendous. Long-term credit, if made available for the construction of capital goods, would produce wages and buying power for consumption goods.

American industries that are going to compete with the fast working industries and modern machinery of Russia and other parts of Europe, must consider the advisability of modernizing and doing the job fast. There are going to be fewer and better plants in the next decade. Good management is going to be at a premium. Good management is going to be rewarded as never before in the world's history.

The time has come when the sheep must step to the right and up, and the goats to the left and down.

### Advice the Chains Need

"Unless you put a profit back into nationally advertised merchandise, it will be put back at your expense, and other forms of distribution will gain the consumer acceptance which is easily within your reach today. The public will have what it wants."

With those words, H. H. Lestico closed his recent speech, which is reported elsewhere in this issue, before the annual convention of the Western States Chain Grocers' Association. It was a speech bristling with plain talk, talk that the chains should listen to.

Among the main charges brought against the chains by Mr. Lestico was that, although they complain that national brands are not profit items, the chains themselves took the profit out of nationally advertised merchandise and that as soon as the manufacturer gives them still further profit they cut-price it away. He accused the chains of not appreciating advertising and proved his case by pointing to the ineffective advertising they are doing for themselves. Above all, he had the courage to tell them frankly that they must do more than they are now doing in order to justify their place in the scheme of distribution.

In March PRINTERS' INK MONTHLY, Albert H. Morrill, president, Kroger Grocery & Baking Company, traced the history of chain growth and pointed out that the next thing the chains must learn is that price is not the weapon they have always believed it to be and that it needs the backing of quality and other factors. Mr. Morrill predicted that one of the next steps in chain development will be a keener appreciation of the value of their own advertising and of the need for changing the direction and the appeal of that advertising.

In the present private brand controversy the chains generally have assumed a complacent stand. They seem to believe that certain practices which are prevalent now can go on forever. They do not seem to realize that the majority of the chains are not progressing today as they progressed ten years ago

and that the independent is catching up with them rapidly.

The independent is becoming more aggressive. National advertisers are seriously questioning their attitude toward the chains. The advertising allowance and other forms of concession to mass retailers are under attack. Legislators are becoming increasingly aggressive in their attacks on chains. There are many other signs that further advance of the chain movement will meet with increasingly effective and increasingly bitter antagonism.

The chains will do well to listen to some plain talk and to realize that the time has come for them to make some extremely important decisions, particularly concerning their attitude toward nationally advertised brands.

### Simplify Salesmen's Compensation Plans

A short time ago we were privileged to examine a sales compensation plan that had been adopted a few years ago by an organization of national renown. We pored over it in minute detail. We got out our pencil and wore it down to a stub figuring hypothetical examples of sales records. But the key to that compensation plan eluded us.

Later, our chagrin was lessened somewhat when we learned that several of the company's salesmen failed fully to comprehend the plan after it had been in operation for a year. They had worked for an entire year, never certain what their earnings were going to be and—if they were made of the same clay as most humans—their year-end checks probably left them dubious concerning the merits of the new plan as compared to the old.

A sales executive to whom we related this story explained that he had noticed a clearly defined tendency toward mathematical complications in sales compensation plans. "I'm not making a plea," he said, "for the straight commission plan. I realize it has many drawbacks in certain lines and for certain companies. However, that plan had, and still has, one out-

standing point in its favor—the salesmen know precisely what their earnings are and are going to be. They don't have to be mathematical geniuses and they don't have to make their daily rounds secretly wondering—justifiably so, in many cases—whether the new-fangled plan is cutting their annual earning power.”

It is entirely logical for management to work in the direction of a sales compensation plan that will encourage the salesmen to sell what, where and how the management desires. But a sales compensation plan that yields its secrets only to one versed in higher mathematics is inherently wrong because it fails to “encourage” the salesmen to do anything but question the management's motives.

### **Vestal Obsequies**

The proposed Vestal Copyright Act failed of passage in the Senate. It had been favorably reported by the Senate committee and passed by the House.

The outstanding feature of the bill was that it provided automatic copyright protection of international scope. In other words, as soon as an advertisement would have been created, all persons in nearly the entire civilized world would have been forbidden to copy it in whole or in substantial part.

For seven years, authors, publishers, artists and allied craftsmen endeavored to secure the passage of that bill. For seven years, witnesses by the score, including our most distinguished men of letters and art, journeyed to Washington to testify to the desirability of the act before the committees of the passing Congresses.

The act was proposed that Congress might better exercise its constitutional power of protecting creative talent. The purpose of these men who went to Washington was to see that this talent was not protected too much, or that such protection as was granted should be conditioned upon some benefit to commerce and business. As numerous amendments were plastered on without adequate har-

monization, it became doubtful to many sponsors of the act whether their mountain of labor would bring forth more than a mouse.

The mouse, if any, has died.

The date of death was March 4, the same as that of the late Seventy-first Congress. The immediate cause was the lethal filibustering of Senator Elmer Thomas of Oklahoma.

The result is clear. We are where we were.

By the terms of the Convention of Berne, according to Boyd L. Bailey, member of the New York Bar, our last opportunity to enter it has passed. The less advantageous Convention of Rome is open to us.

On the practical side, if one desires copyright protection in the United States he must continue to affix his copyright notice and register his work in Washington. He will then hope that no breach of official mandate has occurred. If he is an advertiser, he must continue to wonder whether to record in the Patent Office or the Library of Congress. If of American nationality and in need of international protection, he will go through further formalities, such as his counsel may advise.

Any *modus operandi* in the field of international copyright by citizens of the United States may, at any time, be upset by foreign legislation. By defeating the proposed act, Congress not only affected the rights of Americans abroad, but also the rights of foreigners in America. Rumors of retaliatory measures are already current.

In all the countries adhering to the Convention of Berne, the theft of literary and artistic property entitles the wronged person to relief—just as would the theft of any other property. In the United States that is true *only* if the wronged person has drawn the magic circle, offered \$2 worth of incense to the god of regularity in Washington and inscribed the proper legal incantation. The only important countries not adhering to the Convention of Berne are Russia, China, Mexico and the United States.

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# FINED!



Writing of the Wanikas of East Africa, New reports, "If a man dares to improve the style of his hut, to make a larger doorway than is customary, if he should wear a finer or different style of dress from that of his fellows, he is instantly fined."

THE same insistence on set practice still appeals to many advertisers—but they are rarely the ones who get the most from their advertising. This is no time to worship precedents, to "follow the industry" blindly, or to remain content to match rather than beat competitors' moves.

Among the Wanikas, The Blackman Company and its clients would doubtlessly be heavily fined. The Blackman Company builds advertising to no single formula—has no one pet copy style—or fixed philosophy on art—or "formulized" approach to problems of marketing.

Some gentle cynic may say, "Oh, yes; your formula is 'We have no formula'." That may be so.

We believe that 1931, and every year to come, will call for more practical originality in advertising. We are always glad to discuss advertising with manufacturers who feel the same way.

## THE BLACKMAN COMPANY

Advertising • 122 East 42nd Street, New York, N. Y.  
Magazine Newspaper Outdoor Street Car Radio



# Advertising Club News

## Sometimes the Advertiser Needs to Return to His Beginning

Companies handling established products naturally return to the advertising methods of their pioneering days in order to reach new fields and to educate the buying public in additional uses for their products. Otto Kleppner, president of Small, Kleppner & Seiffer, Inc., New York advertising agency, told members of the Richmond, Va., Advertising Club at a recent meeting.

Speaking on the subject, "The Advertising Spiral," Mr. Kleppner declared that there are three stages in the advertisement of nearly every product—the pioneering, the competitive and the retentive stages. "Of these," he declared, "the retentive is the least profitable since the desirability of the article to the public is continually being undermined by newcomers in the field. As a result the seller is inclined to find and to advertise new uses for the article."

"The idea of the spiral is predicated upon change," he continued, "and the advertiser in the pioneering stage must change the habits of living and the tastes of possible buyers and in so doing must be emphatic. When reaching the stage of competition with similar products, he should not be unwilling to extol the virtues of his article. However, when an advertiser finds that he has reached the retentive stage, he should endeavor to get out and return to his pioneering methods."

\* \* \*

## New Haven Club Plans Advertising Costume Ball

The New Haven, Conn., Advertising Club is planning to hold an advertising novelty costume ball on April 11. Each member attending has been asked to wear a costume symbolic of the company he represents or its product and prizes will be awarded for the best of these costumes. "Sell New Haven Products" will be the keynote of the affair.

Leslie H. Tyler, public relations representative of the New York, New Haven & Hartford Railroad, is head of the committee in charge of the ball. He is being assisted by F. L. Hamblin, R. R. Chamberlain, Anthony C. Fahm, K. A. Redfield, Andrew Casolino, Miss Stella B. Levine, Mrs. Irene I. Miller, Mrs. Vera Northrup, James R. Ahern and Harry M. Alling.

\* \* \*

## Sales Work Must Tie Up to Advertising

"There is no substitute for human contact in advertising," George Miller, president of the Fletcher Tire Company, Portland, Oreg., told members of the Portland Advertising Club at a recent meeting. "A merchant cannot sit down and expect business to come to him just because he advertises. Advertising must be followed up by real salesmanship," Mr. Miller declared.

## Poor Richard Club Burns Second Mortgage

The Poor Richard Club of Philadelphia saved the "old homestead" from the "heartless mortgage broker" on March 4 when it burned the second mortgage on its club house. Burning of the mortgage, which amounted to \$20,000, was made the occasion for presenting a burlesque skit entitled "The Old Homestead," written by Charles K. Kamsler and presented by the Poor Richard Players.

At the same meeting of the club, members voted to re-enter the Advertising Federation of America, the dues to be a separate charge against members.

\* \* \*

## Chicago Council Plans Second Outdoor Contest

The Chicago Advertising Council will hold its second annual outdoor advertising contest and exhibit from October 1 to 15. The following have been named to serve on the jury of awards: Donald Douglas, vice-president, Quaker Oats Company; Oscar Bryn, vice-president, Erwin, Wasey & Company; Mark Seelen, art director, General Outdoor Advertising Company; Hadden Sundblom, Stevens, Sundblom & Stults; G. R. Schaeffer, advertising manager, Marshall Field & Company; and Dewey Bertke, art director, Lord & Thomas and Logan, Inc.

\* \* \*

## C. C. Hood Heads Magazine Club of Detroit

Charles C. Hood, of the Curtis Publishing Company, has been elected president of the Magazine Club of Detroit. Other new officers of the club are: L. F. McKay, Judge Publishing Company, vice-president; Jack Henderson, Crowell Publishing Company, treasurer, and C. C. Ryan, Sprague Publishing Company, secretary.

\* \* \*

## Heads San Antonio Club

William Brockhausen is now president of the San Antonio, Tex., Advertising Club. He succeeds J. B. Higdon. Robert G. Coulter is vice-president and Miss Susie Schuler, secretary-treasurer.

The new board of directors of the club is as follows: B. Sadovsky, G. K. Warwick, Henry J. Menger, J. E. McDonald, LeRoy Schwaryzkopf, A. Jouffray and W. L. Hoefgen.

\* \* \*

## Bridgeport Club Goes on the Air

Feature addresses given each week before the luncheon meetings of the Bridgeport Advertising Club are now being broadcast over radio station WICC, of that city. Robert A. Crosby, general secretary of the Chamber of Commerce is chairman of the club's program committee.



Mar. 12, 1931

# PRINTERS' INK

121

## W. P. Winsor, Advertising Manager, "Metals & Alloys"

W. P. Winsor, formerly Cleveland district manager of the Chemical Catalog Company, Inc., New York, has been appointed advertising manager of *Metals & Alloys*, published by that company. His headquarters will be at Pittsburgh. W. B. Dillingham, formerly with the Commercial Solvents Corporation and L. Du Pont de Nemours & Company, succeeds Mr. Winsor as Cleveland district manager.

## Manning's Sons to Publish "Woman's World"

Ownership and publication of the *Woman's World*, Chicago, will be continued by the Manning Publishing Company, following the death of Walter Webster Manning, publisher, with his sons Conant and Gordon Manning continuing the business. Mr. Manning died on February 16.

## New Account to Street & Finney

The American Oil & Disinfectant Corporation, New York, has appointed Street & Finney, advertising agency of that city, to direct its advertising account, effective April 1. Newspapers, farm papers and business papers will be used.

## Death of A. W. Clark

Allen W. Clark, founder and president of the American Paint Journal Company, St. Louis, died at that city on March 7. He was sixty-three years old. The American Paint Journal Company is publisher of the *American Paint Journal*, *American Painter and Decorator*, and the *American Paint and Oil Dealer*.

## New Account to Redfield-Coupe

C. H. & George H. Cross, Inc., Montpelier and St. Johnsbury, Vt., manufacturer of Cross crackers, has appointed Redfield-Coupe, Inc., New York, advertising agency, to direct its advertising account.

## Auburn Motor Appoints John Tainsh

John Tainsh, for the last six years sales manager of the Marmon Motor Car Company, Indianapolis, has been appointed sales manager of the Auburn Automobile Company, Auburn, Ind., succeeding H. L. Brinck.

## To Hold Industrial Marketing Conference

The American Management Association will hold an Industrial Marketing Conference at Washington, D. C., on March 19 and 20.

## Homer McKee Agency Adds to Staff

Harry Lynch and M. E. Louth have joined the staff of the Homer McKee Company, Inc., advertising agency, at Kokomo, Ind., in copy and contact capacities.

Nicholas Moore has been appointed an account executive in the Indianapolis office of the Homer McKee agency.

## Takes Over Pacific Coast Radio Stations

Four radio stations of the Northwest Broadcasting System have been merged with the United Broadcasting Company, Pacific Coast network. The stations which have been taken over by the United company are: KJR, Seattle; KEX, Portland; KGA, Spokane, and KVA, San Francisco.

## To Advertise New Weed Killer

The Chicago Weed Killer Company, Chicago, is placing on the market a new weed killing liquid known as Killer-Kemical, to be used on lawns, parks, estates and golf courses. M. Glen Miller, advertising agency of that city, has been appointed to direct the advertising account.

## R. V. Cline Leaves Firestone Tire

Russell V. Cline has resigned as a member of the advertising department of the Firestone Tire & Rubber Company, Akron, Ohio. He has been with the advertising department of the Firestone company for the last seventeen years.

## Appoints Albert Frank Agency

Keyston Brothers, San Francisco, manufacturers of children's cowboy play-suits, leather vests and chaps, have appointed the San Francisco office of Albert Frank & Company, advertising agency, to direct their advertising account. Business papers, children's magazines and newspapers will be used.

## Merill Trapp Joins Cramer-Krasselt

Merill Trapp, for the last two years with Radio Station WTMJ, operated by the Milwaukee Journal, has joined the Cramer-Krasselt Company, Milwaukee, advertising agency, as radio director.

## Appoints Kimball

The Lock Haven, Pa., *Express* has joined the Pennsylvania Select List and has appointed Fred Kimball, Inc., publishers' representative, New York, as its national advertising representative, effective April 1.

# Stocks & Bonds — and Advertising!

**S**tocks and bonds and advertising are the meat and drink of the readers of THE BARRON GROUP publications — *The Wall Street Journal*; *Boston News Bureau*; and *Barron's, The National Financial Weekly*.

All people whose incomes are great enough to make the daily news and trend of Wall Street of vital importance to them — read one or more of THE BARRON GROUP publications, for dollars and cents reasons.

The financial advertisements which appear alongside these news columns contain current investment information of parallel news value — and are read for dollars and cents reasons, also.

Skillful merchandise advertising on these pages registers a high degree of reader-interest because of the methodical reading habits formed by financial readers. And when advertising creates a desire here — the reader usually has the means to gratify that desire.

Stocks and bonds and your advertising should get together!

*A special rebate covering all three papers of*

**THE BARRON GROUP**

This special rebate will be quoted to advertisers or advertising agencies upon application.

Address either: E. B. Ross, Advertising Department of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

***The* BARRON GROUP**  
The Wall Street Journal  
Boston News Bureau  
Barron's, *The National Financial Weekly*

## MARCH MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

	Pages	Lines
The Spur (2 issues).....	106	71,591
Town & Country (2 issues) 106		70,950
House & Garden .....	97	61,611
Country Life .....	83	55,776
Fortune .....	67	42,028
Arts & Decoration.....	62	41,580
Nation's Business .....	89	38,217
The Sportsman .....	57	35,918
Cosmopolitan .....	80	34,271
American .....	78	33,466
American Home .....	53	33,180
Vanity Fair .....	52	32,716
House Beautiful .....	51	31,935
Better Homes & Gardens..	67	30,374
Normal Instructor .....	39	26,842
Popular Mechanics .....	111	24,752
International Studio .....	35	23,289
American Golfer .....	34	21,391
Christian Herald .....	31	20,916
Popular Science Monthly..	48	20,409
Home & Field.....	32	20,069
Forbes (2 Feb. issues)....	44	19,089
World's Work .....	42	17,875
Field & Stream.....	40	17,373
Harpers Magazine .....	77	17,192
Physical Culture .....	40	17,109
Review of Reviews.....	37	15,938
Redbook .....	37	15,768
Motion Picture.....	37	15,728
Atlantic Monthly.....	67	15,094
True Detective Mysteries..	34	14,393
Theatre .....	21	13,430
Forum .....	30	13,075
Outdoor Life & Recreation	30	12,814
American Boy .....	19	12,786
Country Club Magazine... 20		12,246
National Sportsman .....	28	11,977
Extension Magazine .....	17	11,934
Sunset .....	27	11,760
Boys' Life .....	17	11,646
Nomad .....	27	11,546
The Chicagoan (2 Feb. is.) 27		11,187
Motion Picture Classic....	26	10,944
Golden Book .....	25	10,933
Dream World .....	25	10,908
Screenland .....	25	10,658
True Experiences .....	25	10,650
True Confessions .....	25	10,579
Hunting & Fishing.....	24	10,336
Scribner's .....	42	9,417
Science & Invention.....	22	9,362
American Legion Monthly	21	9,139
Radio News .....	21	8,859

# The Profit-Motive in Business

Human relations and the profit-motive in business are definitely interrelated.

FORBES is devoted to the principle that, although based upon the profit-motive, business exists for man and not man for business; that an adequate editorial service must therefore include, in addition to business news and financial information, the subject of human relations — the business of life.

Our circulation records show the steady growth of our following. The A.B.C. recorded 54,310 in 1927; 63,621 in 1928; 70,819 in 1929; 76,309 in 1930.

## FORBES

### BUSINESS—FINANCE

### THE BUSINESS OF LIFE

B. C. Forbes, Editor

120 FIFTH AVENUE, N. Y.

Tribune Tower, Chicago... General Motors Bldg., Detroit... Blanchard-Nichols Coleman, Representatives, Atlanta, Los Angeles, San Francisco, Seattle.



**G**IRLS about 100,000 of them are waiting for Y. W. C. A. camps to open.

**D**IRECTORS are preparing for their arrival and need new ideas for buying equipment.

**Y**OU can reach them if you advertise in the special

**MAY CAMP ISSUE of  
THE WOMANS PRESS**

For complete information write or telephone  
HELEN B. LEAVENS, Advertising Manager  
600 Lexington Ave., New York, N. Y.  
PLaza 3-4700

## THERE IS A BIG DIFFERENCE

**BETWEEN** duty at a flat rate of 15 cents per pound, regardless of value and a minimum of 35% ad valorem. Stop and figure how much more your printing for the Canadian Market will cost you on that basis. By placing the printing and mailing of your Canadian Literature in the hands of a capable printer in Canada you not only make a considerable saving but also overcome the objectionable feature of the Marking Act.

Write for full particulars, or better still, let us serve you at your Head Office or your Canadian Branch Office, any time.

**FARMER'S ADVOCATE  
OF WINNIPEG, LTD.  
Printers  
Winnipeg, Manitoba, Canada**

	Pages	Lines
Nature Magazine .....	21	8,815
Screen Book .....	20	8,673
Psychology .....	20	8,372
Holiday .....	13	8,143
Magazine of Wall Street (2 Feb. issues) .....	17	7,290
Open Road for Boys.....	16	6,878
Young Men .....	16	6,720
Picture Play .....	15	6,435
Film Fun .....	15	6,340
Elks Magazine .....	14	6,316
Screen Romances .....	13	5,577
Rotarian .....	13	5,535
American Mercury .....	23	5,222
American Forests .....	12	5,187
The Scholastic (2 Feb. is.) ..	11	4,998
St. Nicholas .....	11	4,564
Scientific American .....	11	4,528
Munsey Combination .....	18	4,032
Street & Smith's Big Seven Group .....	18	4,032
National Republic .....	9	3,915
Model Airplane News and Junior Mechanics .....	9	3,840
Current History .....	15	3,464
Newsstand Group .....	15	3,450
Asia .....	6	2,736
Street & Smith Combination ..	9	2,016
Blue Book .....	4	1,598

### WOMEN'S MAGAZINES

Vogue (2 issues).....	177	111,685
Ladies' Home Journal....	132	89,559
Harper's Bazaar.....	117	78,671
Good Housekeeping .....	158	67,664
Woman's Home Companion ..	94	64,109
McCall's .....	88	59,769
Delineator .....	79	53,461
Pictorial Review .....	68	46,157
True Story .....	88	37,917
Holland's .....	30	22,941
Photoplay .....	53	22,625
Farmer's Wife .....	25	16,841
Household Magazine .....	24	16,454
The Parents' Magazine ...	38	16,195
True Romances .....	35	15,220
Woman's World .....	20	13,703
Junior League Magazine..	33	13,652
People's Popular Monthly..	16	11,103
Child Life .....	18	7,813
Junior Home Magazine... 11		7,404
Needlecraft .....	9	6,287
American Girl .....	14	5,992
Messenger of Sacred Heart	12	2,744
John Martin's Book.....	4	1,745

### CANADIAN MAGAZINES (February Issues)

MacLean's (2 issues).....	63	44,202
Mayfair .....	47	29,893

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29,893

# Good Circulation

—is circulation among people with taste and high living standards—and the means to conform to them . . . .

—and it is circulation possessing a high voltage of reader interest through editorial distinction and sound — *but temperate* — methods of sales promotion

**FORUM CIRCULATION IS BOTH**

# FORUM

*and Century*

441 Lexington Avenue

New York City

**ONE OF THE BIG 4 GROUP**

	Pages	Lines
Canadian Home Journal..	41	28,879
Can. Homes & Gardens....	44	27,881
Western Home Monthly....	35	24,504
The Chatelaine .....	25	17,364
Rod & Gun in Canada....	15	6,565

**FEBRUARY WEEKLIES**

February 1-7	Pages	Lines
Saturday Evening Post..	70	47,720
Collier's .....	29	19,854
New Yorker .....	44	19,002
American Weekly .....	9	17,077
Time .....	34	14,725
Literary Digest .....	26	12,027
Business Week .....	18	7,593
Liberty .....	12	5,130
Judge .....	7	2,860
Life .....	6	2,478
The Nation .....	5	1,800
Outlook .....	4	1,784
Churchman .....	4	1,486
New Republic .....	2	825

February 8-14	Pages	Lines
Saturday Evening Post..	83	56,129
Collier's .....	41	27,860
American Weekly .....	12	23,675
New Yorker .....	49	21,234
Time .....	34	14,428
Liberty .....	24	10,260
Literary Digest .....	21	9,709
Business Week .....	18	7,614
Judge .....	7	3,146
Life .....	7	2,815
The Nation .....	7	2,800
Churchman .....	5	2,355
Outlook .....	5	2,343
New Republic .....	4	1,670

February 15-21	Pages	Lines
Saturday Evening Post..	64	43,437
Collier's .....	28	18,742
American Weekly .....	10	18,255
New Yorker .....	38	16,497
Time .....	32	13,927
Literary Digest .....	23	10,525
Liberty .....	24	10,278
Business Week .....	17	7,157
The Nation (Book Section Included) .....	10	4,050
Life .....	7	3,116
Judge .....	6	2,727
Outlook .....	5	2,141
Churchman .....	4	1,573
New Republic .....	3	1,235

February 22-28	Pages	Lines
Saturday Evening Post..	75	50,669
American Weekly .....	10	19,706
New Yorker .....	44	19,041
Time .....	39	16,695

	Pages	Lines
Collier's .....	24	16,320
Literary Digest .....	21	9,359
Business Week .....	20	8,541
Liberty .....	16	6,804
Life .....	6	2,473
Judge .....	4	1,746
The Nation .....	4	1,600
Churchman .....	3	1,281
New Republic .....	3	1,167
Outlook .....	2	855

Totals for February	Pages	Lines
Saturday Evening Post..	292	197,955
Collier's .....	122	82,776
American Weekly .....	41	78,713
New Yorker .....	175	75,774
Time .....	139	59,773
Literary Digest .....	91	41,620
Liberty .....	76	32,512
Business Week .....	73	30,900
Life .....	26	10,882
Judge .....	24	10,479
The Nation .....	26	10,250
Outlook .....	16	7,123
Churchman .....	16	6,695
New Republic .....	12	4,897

**RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS**

1. Vogue (2 issues).....	177	111,685
2. Ladies' Home Journal..	132	89,559
3. Harper's Bazaar .....	117	78,671
4. The Spur (2 issues)....	106	71,591
5. Town & Country (2 is.)	106	70,950
6. Good Housekeeping .....	158	67,664
7. Woman's Home Comp. 94		64,109
8. House & Garden.....	97	61,611
9. McCall's .....	88	59,769
10. Country Life .....	83	55,776
11. Delineator .....	79	53,461
12. Pictorial Review .....	68	46,157
13. MacLean's (2 Feb. is.)	63	44,202
14. Fortune .....	67	42,028
15. Arts & Decoration.....	62	41,580
16. Nation's Business .....	89	38,217
17. True Story .....	88	37,917
18. The Sportsman .....	57	35,918
19. Cosmopolitan .....	80	34,271
20. American .....	78	33,466
21. American Home .....	53	33,180
22. Vanity Fair .....	52	32,716
23. House Beautiful .....	51	31,935
24. Better Homes & Gardens	67	30,374
25. Mayfair (Feb.) .....	47	29,891

**Leaves Johnson Motor**

H. E. Jordan has resigned as advertising manager of the Johnson Motor Company, Waukegan, Ill.

THE  
for Forty

Pages Lines  
14 16,320  
11 9,330  
10 8,511  
6 6,864  
6 2,473  
4 1,746  
4 1,600  
3 1,281  
3 1,167  
2 853

Pages Lines  
12 197,953  
12 82,776  
11 78,713  
5 75,774  
9 59,773  
11 41,620  
6 32,512  
3 30,900  
6 10,882  
14 10,479  
6 10,259  
6 7,123  
6 6,695  
2 4,897

OVERTIS-  
CLASSI-

7 111,685  
12 89,539  
7 78,671  
6 71,591  
6 70,930  
8 67,664  
4 64,109  
7 61,611  
8 59,709  
3 55,774  
9 53,401  
8 46,137  
3 44,202  
7 42,028  
2 41,590  
9 38,217  
8 37,917  
7 35,913  
30 34,271  
8 33,466  
3 33,180  
2 32,716  
1 31,913  
7 30,374  
7 29,891

Motor  
and as adver-  
nison Motor

# BED ROCK

**REVIEW OF REVIEWS** offers advertisers a "bed-rock" circulation of the men who largely determine America's economic and business structure—men of importance concerned with the fundamentals of politics and business economics.

Sixty percent. of Review of Reviews' readers in a leading industrial city were established as belonging to the executive group—directors, presidents, treasurers, sales-managers, etc.—"key" men in the social and economic activities of the city. (A copy of this survey will be sent upon request).

A personal investigation into the economic standing of these subscribers brought out the following interesting facts about them:

Total annual income . . . **\$1,904,100.00**

Average per subscriber 9,155.07

Total personal worth . . **\$13,226,290.00**

A. p. s. . . . . 63,846.81

Total family worth . . . **\$15,941,990.00**

A. p. f. . . . . 77,014.44

The Review of Reviews has a larger circulation than any other monthly magazine with similar editorial appeal. It forcibly attracts readers whose interests coincide with its editorial policies, a reader-clientele that points to it as the bed-rock upon which to build advertising campaigns destined to influence people who think in terms of large expenditures in making their personal and business buying decisions.

## THE REVIEW OF REVIEWS

For Forty Years — the Standard of Thoughtful Interpretation of Events

55 FIFTH AVENUE  
NEW YORK CITY

One of the Big Four Group

# FOUR-YEAR RECORD OF MARCH ADVERTISING

	1931	1930	1929	1928	Total
	Lines	Lines	Lines	Lines	Lines
Town & Country (2 issues) . . . .	70,950	108,345	102,853	95,363	377,511
House & Garden . . . . .	61,611	86,481	112,021	105,724	365,837
Country Life . . . . .	55,776	81,656	104,105	86,538	328,075
Arts & Decoration . . . . .	41,580	68,292	64,470	63,084	237,426
House Beautiful . . . . .	31,935	58,283	73,092	56,630	219,940
Vanity Fair . . . . .	32,716	46,933	62,585	54,614	196,848
Nation's Business . . . . .	38,217	58,288	56,500	42,066	195,071
American Home . . . . .	33,180	53,414	56,133	37,118	179,845
MacLean's (2 Feb. issues) . . . .	44,202	43,380	40,937	44,264	172,783
American . . . . .	33,466	40,021	37,685	41,283	152,455
Cosmopolitan . . . . .	34,271	39,650	38,928	32,614	145,463
Popular Mechanics . . . . .	24,752	34,776	39,312	37,408	136,248
Forbes (2 Feb. issues) . . . . .	*19,089	*33,609	44,491	36,073	133,261
Better Homes & Gardens . . . . .	30,374	28,320	36,978	32,572	128,244
Popular Science Monthly . . . . .	20,409	31,805	35,526	34,840	122,580
World's Work . . . . .	†17,875	†23,238	†46,504	22,504	110,121
Review of Reviews . . . . .	†15,938	†27,147	†36,036	24,003	103,124
International Studio . . . . .	23,289	24,909	29,106	23,239	100,543
Harpers Magazine . . . . .	17,192	23,408	25,564	25,735	91,899
Field & Stream . . . . .	17,373	25,311	23,344	22,649	88,677
Physical Culture . . . . .	17,109	20,214	27,050	23,568	87,941
Redbook . . . . .	15,768	19,254	24,389	26,307	85,718
Christian Herald . . . . .	20,916	†20,874	†21,789	†19,535	83,114
Atlantic Monthly . . . . .	15,094	18,096	21,773	22,400	77,363
True Detective Mysteries . . . . .	14,393	19,403	17,465	19,475	70,736
Motion Picture . . . . .	15,728	16,873	19,611	17,383	69,595
American Boy . . . . .	12,786	18,498	20,092	16,150	67,526
Theatre . . . . .	13,430	15,391	19,039	17,617	65,477
Outdoor Life & Recreation . . . .	12,814	17,958	14,386	19,320	64,478
Forum . . . . .	†13,075	†20,706	†20,305	9,281	63,367
National Sportsman . . . . .	11,977	16,166	14,639	14,593	57,375
Scribner's . . . . .	9,417	12,473	16,178	16,801	54,869
Science & Invention . . . . .	9,362	13,967	15,642	13,636	52,607
Boys' Life . . . . .	11,646	13,134	13,208	12,410	50,398
Sunset . . . . .	11,760	10,638	7,873	11,308	41,579
Extension Magazine . . . . .	11,934	8,460	9,248	8,343	37,985
American Mercury . . . . .	5,222	9,067	11,159	11,950	37,398
Scientific American . . . . .	*4,528	6,789	6,939	7,738	25,994
Munsey Combination . . . . .	4,032	5,264	5,376	4,928	19,600
St. Nicholas . . . . .	4,564	3,289	2,789	4,505	15,147

Totals . . . . . 899,750 1,223,780 1,375,120 1,215,569 4,714,218

\*Smaller Page Size.

†Larger Page Size.

‡Four February Issues.

## WOMEN'S MAGAZINES

Vogue (2 issues) . . . . .	111,685	†148,938	†204,430	159,028	624,081
Ladies' Home Journal . . . . .	89,559	106,957	101,182	97,574	395,272
Harper's Bazaar . . . . .	78,671	94,334	93,945	83,454	350,404
Good Housekeeping . . . . .	67,664	75,459	81,331	78,991	303,445
Woman's Home Companion . . . .	64,109	77,984	56,255	62,019	260,367
McCall's . . . . .	59,769	69,424	53,985	56,616	239,794
Delineator . . . . .	53,461	49,765	43,720	49,328	196,274
Pictorial Review . . . . .	46,157	47,905	47,600	45,439	187,101
True Story . . . . .	37,917	36,733	37,219	32,922	144,791
Photoplay . . . . .	22,625	23,940	21,663	22,734	90,962
True Romances . . . . .	15,220	17,911	17,442	20,878	71,451
Household Magazine . . . . .	*16,454	*19,049	17,312	13,968	66,783
Woman's World . . . . .	13,703	17,896	16,989	15,831	64,419
The Parents' Magazine . . . . .	16,195	14,386	14,174	11,802	56,557
People's Popular Monthly . . . . .	11,103	13,179	15,470	15,004	54,756
Needlecraft . . . . .	6,287	11,220	11,778	12,410	41,695
American Girl . . . . .	5,992	7,608	6,436	6,315	26,351

Totals . . . . . 716,571 832,688 840,931 784,313 3,174,583

\*Smaller Page Size.

†Three Issues.

## WEEKLIES (4 February Issues)

Saturday Evening Post . . . . .	197,955	263,493	253,361	244,356	959,165
New Yorker . . . . .	75,774	92,340	95,034	76,611	339,759
American Weekly . . . . .	78,713	73,604	75,839	51,580	279,736
Collier's . . . . .	82,776	77,164	59,349	46,975	266,264
Literary Digest . . . . .	41,620	62,555	75,696	65,771	245,642
Time . . . . .	59,775	86,817	56,780	32,010	235,382
Liberty . . . . .	*32,532	*38,326	*42,615	87,975	201,448
Life . . . . .	10,882	15,766	22,664	19,386	68,698
Outlook . . . . .	7,123	8,677	10,107	†12,668	38,575

Totals . . . . . 587,150 718,742 691,445 637,332 2,634,669

\*Smaller Page Size.

†Five Issues.

Grand Totals . . . . . 2,203,471 2,775,210 2,907,496 2,637,214 10,523,398



	Total Lines
8	377,511
63	365,837
24	328,075
38	237,426
84	219,940
30	196,844
14	195,071
66	179,845
18	172,783
64	152,455
83	145,460
14	136,240
08	133,262
73	128,244
72	122,580
40	110,121
04	103,124
03	100,543
39	91,899
35	88,677
49	87,941
68	85,710
07	83,114
35	77,363
00	70,736
75	69,593
83	67,526
50	65,477
17	64,470
20	63,367
81	57,375
93	54,860
01	52,607
36	50,390
10	41,570
08	37,985
43	37,390
50	25,994
38	19,600
28	15,147
05	

69 4,714,218

28	624,080
74	395,272
54	350,400
91	303,442
19	260,367
16	239,794
28	196,274
39	187,101
22	144,791
34	90,960
78	71,451
68	66,783
31	64,411
02	56,353
04	54,754
10	41,698
15	26,353

13 3,174,500

56	959,160
11	339,753
80	279,733
75	266,260
71	245,640
10	235,380
75	201,440
86	68,680
68	38,570

32 2,634,680

14 10,523,380

## First quarter of 1931

• • • Of the fifty-seven monthly magazines listed on the opposite page, The Parents' Magazine made

• • • the largest gain in pages

• • • the third largest gain in actual lineage

• • • a gain in display advertising revenue of 55%

## In March

• • • only seven of the monthly magazines listed showed any gain. The Parents' Magazine showed the fourth largest gain—the second largest among women's magazines.

# THE PARENTS' MAGAZINE

*Reaching the market of greatest buying expectancy*

EARLE R. MACAUSLAND, ADVERTISING DIRECTOR  
255 FOURTH AVENUE, NEW YORK, N. Y.

# The Little Schoolmaster's Classroom

A GOOD example of how a person can advertise with low cost and high effectiveness came to the Schoolmaster's attention just the other day. A local contractor was building a house "on spec." It required considerable courage, as building was very slow, many houses in town were not rented, and a great many cheap speculative houses were on the market in the vicinity. However, he went right ahead building a good, modern, honest, well-constructed house without any idea of how he was going to sell it.

Inspiration found a means in a small inexpensive sign painted on a white background with red letters. It said: "Keep away from Wall Street. This is a safe investment. The price is right. H. W. Pendelton, Owner."

People passing by in cars saw that sign and stopped to read it. They dropped into the house and found it as sound and attractive as the sign promised. The result—in a dead real estate market, the builder has already sold the first house for \$8,500, secured an order from another customer to build a second house like it, and is now working on a hot lead which looks as though it will develop into an order for still a third house at the same price.

\* \* \*

George Washington Hill, stormy petrel of advertising personalities, once again maneuvers a counter march in advertising. His latest move recalls the discussion created when the American Cigar Company started its campaign on Roi-Tan cigars. This company is a subsidiary of the American Tobacco Company, whose Lucky Strike copy then, as now, was attracting so much attention. The Roi-Tan campaign was a head-on collision with cigarette advertising, best illustrated by quoting a caption from the series, "Cigarettes for the ladies, cigars for the men." Here was one end of a business criticiz-

ing another end of the business.

Similar tactics will be used in a new radio broadcast for Cremo Cigars, product of the American Cigar Company. News of the campaign particularly interested the Schoolmaster who had just read the article which is the leader in this issue and which discusses the trend of advertising toward entertainment. If there is any movement to reduce advertising talk in radio programs, it does not strongly reveal itself in the Lucky Strike program.

Yet the fifteen-minute Cremo broadcast will hit at lengthy commercial announcements. It will boast of the presence in its campaign of only twenty words of Cremo advertising. The announcer will invite the public to count them. In so doing the public will already have listened to words informing them that there is altogether too much advertising on the air, that Cremo feels that the public is getting fed up on this barrage, so, in reality, the public will have absorbed about fifty words of commercial credit.

\* \* \*

That very common-sense attitude which most business men take—namely, that a certain obligation is owed visiting salesmen—comes out more and more in reception rooms these days. The latest lesson in waiting room courtesy comes from the home offices of the Container Corporation of America, the Chicago Mill and Lumber Company, and the Mid-West Box Company, all of which are affiliated firms sharing a common headquarters in Chicago.

Coming into the reception room of these firms one notices the usual periodical table, with the usual accumulation of checking copies that have out-worn their usefulness to the advertising department, business publications which have already gone "down the line," etc. If one of these is picked up, on it

# CELEBRATING 25<sup>th</sup> ANNIVERSARY

## BUILDINGS AND BUILDING MANAGEMENT

WITH THE APRIL 20th ISSUE

'Way back in 1906 when BUILDINGS AND BUILDING MANAGEMENT was founded, the office building was in its early stages of development. What strides it has made!

25 years have witnessed marvelous progress. BUILDINGS AND BUILDING MANAGEMENT has played a vital part in the development of the office building field. It is often referred to as the building owner's and manager's "bible."

The Anniversary Number of BUILDINGS AND BUILDING MANAGEMENT will point out the highlights of the past 25 years; how the office buildings were constructed then and now; how BUILDINGS AND BUILDING MANAGEMENT influenced the organization of a National and of Local Associations; how the building manager has advanced in his profession; how the building owners and managers have become vital deciding factors in planning and selecting materials and equipment for new buildings.

Why not cash in on the prestige and high reader interest of BUILDINGS AND BUILDING MANAGEMENT? Sell the building owners and managers on the merits of your product. Start your campaign with this extraordinary Anniversary Number. Write for further information.

A. B. C. GUARANTEED PAID CIRCULATION

**PORTER-LANGTRY COMPANY, Publishers**

Member A. B. C.

139 NORTH CLARK ST., CHICAGO

Member A. B. P.

Eastern Office: 295 Madison Ave., New York City

will be found the following message, typewritten on a white sticker:

WE ARE SORRY YOU HAVE  
TO WAIT

Should you run across an article herein which you would like to finish at your leisure, just take the book with our compliments.

The Schoolmaster recommends the idea as a vast improvement over the waste basket method of disposing of those publications which are not filed for later use.

\* \* \*

Having been informed concerning his innumerable shortcomings on many occasions, the Schoolmaster can sympathize with certain salesmen who took a severe verbal drubbing recently.

An editorial had appeared in **PRINTERS' INK** quoting one E. Markel, wholesale flour and sugar merchant of Mt. Vernon, to the general effect that the champion crepe hangers of the country were the salesmen of some of our most prominent food organizations. These salesmen, Mr. Markel complained, darkened his doorway, actually and literally, whenever they put in appearance. Their tales of gloom cast a pall over his office so heavy and thick that it could almost be cut.

While **PRINTERS' INK** mentioned no names in its comments on salesmen who seemed to think that the proper prelude to a selling talk is a tearful dissertation on the current state of business affairs, a number of sales executives apparently concluded that some of their men were guilty in the first degree. In any event Mr. Markel—with whom the Schoolmaster has since become acquainted—states that it is a thoroughly chastened group of salesmen who now call on him. All of them have taken their castigation like good sports. While one or two have gone to the other extreme and have changed overnight from Gloomy Guses to Palpitating Pollyannas, the majority, aided and abetted by rudely awakened home offices, have found the middle path and are sticking to it pretty well.

\* \* \*

Some months ago, W. Arthur Cole, vice-president of Dorrance,

Sullivan & Co., was asked for some advice by a young woman who was contemplating taking an art course. Through devious channels, the letter he wrote in reply has reached the Schoolmaster.

It is as different from the letter ordinarily written under these circumstances as a bull market from a bear market. So well done is it that the Schoolmaster is going to copy it on the blackboard for the Class to read. It should benefit both those students who are thinking of commercial art as a career and those Class members who are called upon to map the route to success.

Here is the letter:

June 19, 1930.

Miss.....  
Pennsylvania.

DEAR MISS.....

It is relatively easy for me to give you a directory of reliable art schools where sincere instruction may be had. And this in itself is of value; for many schools do not give honest value for money received. I would do more for you—try to guide you to a school that would prepare you to earn a living in the shortest possible time at the least investment of money. And this is not so easy.

Having a musical background, you'll understand that, while some teachers and some musical schools promise to train a student to play the piano, the violin or what-not so that the student may perform within his social circle in the short space of time of ten days to two weeks, you well know that any such rendition would not measure up to any high standard if possible to perform at all. Etudes are the preparation for sonatas and symphonies. Long years of conscientious study and persistent practice may ultimately prepare one to perform in a finished manner, if one has a reasonable amount of God-given talent. Art is long!

As in the case of music, so it is in the field of Applied Design. There are schools that promise to make of a student a great couturier, an accomplished designer of textiles or of wall papers, an accomplished interior decorator, a designer of hats, bottles, packages, advertisements, iron-work or what-have-you in a few months. It can't be done.

Applied Art is the sonata or the symphony. It utilizes all the etudes of preparation in the basic study of the arts as a whole. It is the finished performance—the end.

Just as its name implies it is the application. It combines trained technique with taste—that subtle quality that expresses with a fit-

# The Dutch Have a Name For It

IT is a long word, difficult for an American to pronounce, full of gutturals.

It sums up in one word all that we mean by a "man who wants to be polite but who is distracted by many other circumstances."

Such a man wants to listen to a publisher's presentation and does. But often his mind is on something else.

Whether he is an advertising agency account executive or works for a manufacturer who advertises, he has plenty of

things to claim his time and attention.

The selection of advertising media is also becoming more of a co-operative job, with several men involved, than it is a one man proposition.

Many men's words count at the time the list is made up.

Advertising in PRINTERS' INK offers the publisher the opportunity of reaching all the men who have a voice in choosing the medium.

It is the logical and fair sort of assistance for a publisher to offer his hard-worked sales force.

## PRINTERS' INK PUBLICATIONS

## Just Off the Press! PUBLICATION AND ADVERTISING AGENCY PROBLEMS

By A. J. Slomannon, P. F. O'Keefe, Adv'g Agcy., Author, "Selling & Buying Advertising Space."

27 Chapters of Thought-Provoking Subjects Presented in this New, Important Book  
Price \$4.50, Postpaid

Lloyd Publishing Co., 175 5th Ave., New York

## EDITOR

Versatile man, under 30, now editing and making up two trade magazines, seeks a change. Rounded background includes newspaper and publicity work, business and technical writing, magazine editing and research, university and supplementary education. Ready to join trade or general magazine, house-organ or agency, with reasonable notice to present association. Address "V," Box 287, Printers' Ink.

**Chicago Representative Wanted**  
to cover Middle West territory for established nationally known publication in class field. For the man who can qualify this is an outstanding opportunity.

Address "W," Box 298, Printers' Ink  
231 South La Salle St., Chicago, Ill.

## Valuable Files . . .

of Sales and  
Advertising Data

THESE files are maintained by thousands of manufacturers and advertising agencies who have purchased to date 11,814 binders to keep in an orderly manner their copies of PRINTERS' INK WEEKLY and PRINTERS' INK MONTHLY as they come in.

When you want to refer to a certain issue, it can be easily found; no confusion or a mass of loose copies to go through. Sales and advertising information at your finger-tips.

These attractive binders sell at cost. The Weekly, \$1.25 postpaid, holds seven to nine copies; the Monthly, \$2.00, holds six copies.

## Printers' Ink Publications

185 Madison Ave., New York

ness to purpose. So, obviously, one must get the fundamentals—and not absorb the superficialities. It is this I would try to help you to gain.

It is true some schools arrange their studies with the very definite idea of preparing their students to more quickly arrive at this application of art, to the needs of industry. I list these:

(This portion of the letter includes references to a dozen or more schools, as well as magazines helpful to the novice.)

Now all this leads you to no definite conclusion—maybe only to confusion. But the great decision is for you to make, if you would get the most out of any course of instruction.

After getting and studying the literature of the various schools, if there is anything further I may do to aid you, the service is yours for the asking.

Sincerely,  
Signed:

W. ARTHUR COLE,  
Vice-President.

## Appointed by Steel Founders' Society

Frank D. Glosser, of the Commercial Steel Casting Company, Marion, Ohio, has been made chairman of the merchandising committee of the Steel Founders' Society of America. Other members of the committee are Clarence Tolan, Jr., of the Dodge Steel Company, Philadelphia, and L. S. Perego, of the Sivyer Steel Casting Company, Milwaukee. G. P. Rogers, managing director of the society, is an ex-officio member of the committee.

## Starts Campaign on Wall Cleaner

The Eagle Chemical Company, Milwaukee, has started an advertising campaign on its "Non-Streak Wall Cleaner" using newspaper space in Chicago. It is planned to extend the campaign, which is scheduled for spring and fall, to other metropolitan cities. Advertiser's Service, Inc., Milwaukee, is directing the campaign.

## Appoint Corning Agency

Gordon & Ferguson, Inc., St. Paul, men's clothing and furnishings, have appointed Corning, Inc., advertising agency of that city, to direct their advertising account. Lanpher, Skinner & Company, women's clothing, and Gulterman Brothers, Inc., men's clothing, both of St. Paul, have also placed their accounts with the Corning agency.

## Gets Tour Account

Bartlett Tours, Philadelphia, have placed their advertising account with the Bloomingdale-Weiler Advertising Agency, of that city. Newspaper and radio advertising will be used.

## New Accounts for McKee Agency

The A. F. Dormeyer Manufacturing Company, Chicago, manufacturer of electric food beaters and mixers, has appointed the Homer McKee Company, Inc., at that city, to direct its advertising account.

The Slingerland Banjo & Drum Manufacturing Company and the Prochemical Laboratories, Inc., maker of Pro-Synthol products, both of Chicago, have also placed their advertising accounts with the McKee agency.

## New Business at Boston

Robert S. Perry, William T. Carpenter and Paul B. Dalco, all formerly with the O'Connell Advertising Agency, Boston, have opened their own advertising business at that city under the name of Perry, Carpenter and Dalco. Offices of the new company will be located at 73 Cornhill.

## Appoints Cincinnati Agency

Aluminum Industries, Inc., Cincinnati, has appointed Clark-McDaniel-Fisher & Spelman, Inc., Akron, Ohio, advertising agency, to direct its advertising account. Business papers and direct mail will be used to advertise the company's line of Permite products.

## To Merge Automotive Papers

The Western Trade Journals, Inc., San Francisco, publisher of *Service Station News*, has bought *Automotive Service Management* from Trade News Publications, Inc., Los Angeles. The two publications will be merged and published from Los Angeles.

## To Direct Safeway Advertising in Northwest

M. A. Cash has been promoted to the position of advertising director for the entire Northwest group of Safeway Grocery Stores. He will direct activities in the States of Washington, Oregon, Idaho and a portion of Montana.

## Appoints Kirkpatrick Agency

Union Pacific Stages, Inc., has appointed the W. S. Kirkpatrick Advertising Service, Portland, Oreg., to direct its advertising in the Portland, Spokane and Salt Lake City territory.

Edwin E. Martin, who recently joined the San Francisco office of Albert Frank & Company, has been appointed co-manager of the Los Angeles office of that agency.

## Lumber Manufacturers

are reading the American Lumberman for sales ideas today as never before. Will your products help them increase sales by better manufacture or lower cost? Then, tie up your story to this dominant editorial note in the

**American Lumberman**

EST. 1873 CHICAGO A. B. C.

## Wanted . . . A JOB

as Sales Manager or General Manager with a going concern, or with a concern that is well financed who contemplates marketing a new product, or products. Have a successful record in sales management, advertising, marketing, production and credits, having personally marketed and merchandised two products nationally.

Know personally how to sell, practical in my merchandising ideas; am abreast with the present distribution problem, and can solve them at a profit.

Will furnish best of references. Christian, 38 years old. Will go any place where opportunity to produce results exists. Salary requirements fair.

■ Address, "U," Box 296, Printers' Ink ■

## TWO-FISTED ART DIRECTOR

PRACTICAL CREATIVE MIND  
FINE BACKGROUND  
DYNAMIC PERSONALITY  
NOT SYNTHETIC MAKE-UP  
AVAILABLE IMMEDIATELY

"R," BOX 294 PRINTERS' INK

**"GIBBONS knows CANADA"**

# Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**WANTED TO PURCHASE—PROFITABLE OR GROWING TRADE OR CLASS JOURNAL.** Immediate action. Replies will be kept most carefully confidential. Box 588, Printers' Ink.

## PRINTING PLANT FOR SALE

Complete stereotype and nickel plating equipment, Goss routers, shaver, tail cutter and finisher. Wesel casting box. Duplex furnace, etc. Sheridan paper cutter, Scott color press, Linotypes, Intertype, Make-a-mat machine, Hoe saw table, Royle router, proof presses, etc. Miscellaneous equipment and motors. Prices and terms attractive. H. Nimis, Bush Terminal, Loft No. 5, 33—35th St., ground floor, Brooklyn, N. Y.

## CAMPAIGN DIRECTOR

**AND CORPS OF ASSOCIATES** experienced in fund-raising and in the publicity and promotional activity connected therewith are equipped to undertake the responsibility of a dignified promotional project. Our work is preceded by a thorough and understanding survey of the potentialities of the campaign program, made without cost by a member of our staff. Write Box 576, Printers' Ink.

## EMPLOYMENT SERVICES

### ● Walter A. Lowen ●

Serving leading Agencies with trained personnel. Confidential interviews: 9-1. Vocational Bureau, Inc., 105 W. 40th St.

## Muncy Placement Service

Specializing in Advertising Personnel

Executives—Craftsmen—Juniors  
Secretaries—Clerical

280 Madison Avenue, New York City  
CAledonia 5-2611

Elizabeth Muncy for 10 years in charge of employment bureau of AAAA.

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL. CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

## HELP WANTED

**SALESMAN**—to sell typography—one who controls accounts. Commission—liberal drawing account. Box 595, Printers' Ink.

**Direct by Mail Expert**, capable of selling and then executing complete campaigns, wanted by large New York Agency. Ability to quickly absorb technique and distribution methods of the investment business is essential. State qualifications, also salary and commission wanted and send samples of work, which will be returned. Box 589, P. I.

**COPY WRITER**—Must be versatile and able to produce direct-mail and publication copy on a diversified list of products. The connection offered is with one of the leading agencies in the Southwest and offers an exceptional opportunity for a man of proven ability. Send samples, salary required, age, and experience history to Box 572, P. I., Chicago Office.

**Publishers' Representatives**, aggressive salesmen for national monthly trade journal. Only publication large field. Sponsored by association. Leads furnished. Salesmen for: New York, Boston, Philadelphia, Baltimore, Atlanta, Dallas, Chicago, Milwaukee, Detroit, Minneapolis, Kansas City, St. Louis, Pittsburgh, Rochester, Cleveland, Los Angeles, San Francisco. Box 569, Printers' Ink.

## ADVERTISING COPY WRITER

Wanted by a Light and Power Company, in important city on Atlantic Seaboard, an experienced writer to prepare copy for newspapers, booklets, etc. Experience in presenting technical matter in an interesting and accurate form necessary as well as familiarity with illustrations, engravings, printing, etc. Age 25 to 35. Box 598, Printers' Ink.

**WANTED BY LARGE EASTERN LITHOGRAPHER**—RIGHT MAN TO TAKE CHARGE OF LITHO ENGRAVING DEPARTMENT. MUST BE A MAN WHO CAN GET PRODUCTION AS WELL AS HIGHEST QUALITY OF WORK BY MOST UP-TO-DATE METHODS. WONDERFUL FUTURE FOR MAN WHO CAN PRODUCE, WRITE, STATING AGE, EXPERIENCE, ETC. Box 575, P. I.

## WANTED ... a fighting sales manager

The manufacturer of a nationally-advertised food product wants an experienced sales manager of dynamic personality ... one who can inspire a sales force and who delights in going out into the field and helping his men to scrap for business. Must be able to prove his ability to sell both independent and chain grocers, and must possess the necessary originality to develop unusual merchandising schemes. Much depends on first letter, which must completely outline past experience to secure an interview. The right man won't have to haggle over terms. Box 571, Printers' Ink.



**WANTED: ARTIST FOR OCCASIONAL WORK.** One who can read copy, submit visuals, and produce finished pen drawings. Not a permanent position. Box 582, Printers' Ink.

**MISCELLANEOUS**

**\$10,000 YEAR IDEA ARTIST** (dummies and layout) wants small private room with high-class agency preferred, with or without exchange service arrangement. Box 593, Printers' Ink.

**POSITIONS WANTED**

**ADVERTISING SALESMAN**—college graduate, married, with eight years' successful newspaper and magazine experience—desires new connection. Box 577, Printers' Ink.

**I Know Plan, Layout, Copy and All Details of Production.** 12 years' experience. Want a JOB as advertising manager or assisting a Big Leaguer. Box 584, Printers' Ink.

**A-1 PHOTO RETOUCHER** and letterer with long photo-engraving and agencies experience wishes position on salary or freelance basis in New York City. Box 578, Printers' Ink.

**ADVERTISING**, visualizer and layout man. Christian, twenty-six years of age, agency trained. Experienced in production and typography. Willing to leave New York. Box 570, Printers' Ink.

**SECRETARY-STENOGRAPHER**—competent, magazine, advertising and sales experience, either part or full time. Address Box 573, Printers' Ink. or telephone Carolyn Mager, Murray Hill 2-5820.

**ARTIST**

10 years' experience. Black and white line and wash drawings. Lettering, merchandise illustrations; layouts. Age 29. Moderate salary. Box 583, P. I.

**JUNIOR COPY WRITER**

\$25 buys: writer brisk, animated copy; age 25. Four years' practical training, two retail, two newspaper advertising promotion. University. Box 580, P. I.

**ARTIST:** Unusually versatile—layout, figure, general advertising, department store promotions and direct mail, desires position with agency or printer. Has had seven years' New York experience. Willing to leave city. Box 594, P. I.

**YOUNG MAN DESIRES POSITION AS ASSISTANT TO ADVERTISING MAN** in Real Estate, Mercantile or Banking Organization. Highest References. Five Years' Experience. Modest salary requirements. Box 591, Printers' Ink.

**Advertising—Sales Promotion Man**—Excellent record analyzing, planning, budgeting, co-ordinating and executing advertising and sales promotion activities. Keen merchandiser. Thoroughly familiar with scientific marketing practices. Exceptional references. 27, single, salary secondary. Box 568, P. I.

**MAGAZINE**

may find this man really fitted for its layout, typographic and art needs. He has had enough experience to demonstrate ability. Broad experience in other fields. New to this one. Fresh viewpoint. Available part time or fee. Box 587, P. I.

**MAIL ORDER and DIRECT MAIL**—analysis, plans, dramatic, pulling copy, human-appeal layouts; splendid experience getting coupon, agent, C.O.D. and direct sale results. Box 579, P. I.

**PHOTOGRAPHER**

A camera worker of the modern school. At present engaged in photographic illustrating. Desires a change of position. Box 597, Printers' Ink.

**MAKE-UP AND PRODUCTION MAN** now handling two monthly magazines desires connection. Age 25. Box 586, Printers' Ink.

**ADVERTISING:** Seasoned copy-contact production; now with N. Y. 4A agency; wants position with agency or as Advertising Manager or Assistant with manufacturer. 28, college, Protestant, married. Has something on the ball. Box 596, P. I.

**A TYPOGRAPHIC LAYOUT MAN**

● seeks affiliation with an agency, printing plant or merchandise store. New York City preferred. Buy engravings, etc. Box 581, Printers' Ink.

**MY RECORD YOUR GUARANTEE OF PERFORMANCE**

Exceptional Advertising, Promotion and Editorial Experience of 18 years' available. Formerly advertising manager leading national trade journal; managing editor outstanding merchandising magazine; national advertising manager well-known class magazine; executive on three large metropolitan newspapers. Now employed. Recommendations all employers. Young. Married. Box 590, Printers' Ink, Chicago Office.

**UNUSUAL ARTIST—SALES PRODUCER SEEKS NEW CONNECTION**

\* \* \* CAN CONTACT accounts properly—plenty practical ideas—original and versatile, **MAKE STRIKING LAYOUTS** and visualize. Thorough knowledge of color and design; is familiar with printing and engraving. Good personality with aggressive analytical mind. **IT WILL PAY YOU TO MAKE A PLACE FOR THIS MAN.** Will go anywhere. Write Box 585, P. I.

**COPY and PRODUCTION MAN**

**C**APABLE of developing campaigns; analyzing product and market, writing copy, and handling production. Prefers specialty or technical advertising. Now employed as copy and production man in export adv. dept. of internationally known concern located in the Cleveland district. Single, 29, \$3000. For full details, write "C", Box 592, Printers' Ink.

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Mar. 12, 1931

PRINTERS' INK

139



## A Picture Does the Job

Crude drawings cost primitive man much awkward labor, but they helped him show things more clearly and completely.

Nowadays, all the resources of an organization of over one hundred and fifty people, highly skilled by fifteen years of experience in rendering picture service, is ready to help you give your dealers and salesmen clear pictures of whatever you want understood.

Let us show you how successful companies are using this proven method. It is supported by national field service, and the cost is remarkably low.

## Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

Slidefilms—Motion Pictures—Animated Drawings—Sound Pictures

New York, Chanin Bldg.—Detroit, General Motors Bldg.—Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales and Service at Principal Points Throughout the United States.

During  
the first two  
months of this  
year—

THE CHICAGO  
TRIBUNE  
printed more  
**WANT**  
advertising  
THAN ALL THE  
CHICAGO EVENING  
PAPERS COMBINED

**Chicago Tribune**  
WORLD'S GREATEST NEWSPAPER

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